



→ **Impact of
Inclusion
Report**

2020-2023



A NOTE FROM

Gail Heimann

CEO, THE WEBER SHANDWICK COLLECTIVE

Four years ago, I wrote to The Weber Shandwick Collective community with a commitment from our leadership to accelerate our approach to diversity, equity and inclusion. And we began what we knew would be a long but extremely critical journey.

Fast forward to today. DEI is under attack by those who question its validity and its impact. Some report that business is deprioritizing initiatives designed to further goals of equal representation and inclusion.

So I want to emphatically restate our commitment to DEI. And be clearer than ever on our goals and our actions.

Our goal – simply put: We aim to create a workforce that is representative of the audiences we engage. To ensure our colleagues have equal opportunities for contribution, development and advancement. And to strengthen a culture of inclusion, where everyone feels they belong and everyone is empowered to grow. Full stop.

I believe we have made solid progress on all fronts. Progress that is the result of our leaders and teams doing the hard work of embracing – and leading – change. And I am exceedingly proud of their efforts.

Of course, the work continues – with as much intention and energy as it did when we firmly stated our commitments in 2020. We remain steadfast in our ambitions, and our belief that transformation is essential for our culture and for our work.

For now, the pages that follow tell a story of an evolving organization. A story of foundational change, intentional inclusion, community-building and work that makes an impact.

Especially in divisive times, it is a story we must keep telling.

GAIL HEIMANN

“

We remain steadfast in our ambitions, and our belief that **transformation is essential for our culture and for our work.**

”

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At TWSC, we believe that creating an inclusive culture rooted in our values allows us to thrive as individuals and as an organization.



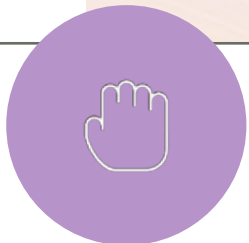
CURIOSITY

We cultivate curiosity and challenge convention. Because solving any problem begins by asking the right questions.



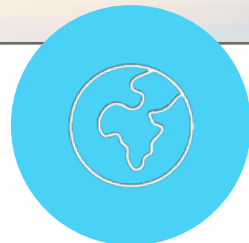
INCLUSION

We foster teams and environments built on belonging and openness to possibility. Because the best ideas have no bias.



COURAGE

We stand up for what we believe in. Because being comfortable with the uncomfortable is how progress is made.



IMPACT

We strive to make a meaningful difference in everything we do. Because we owe it to our people, our clients and the world.

Our DEI Approach

WE FOCUS OUR EFFORTS ON:

- 1 Operationalizing inclusion on all fronts**
from global DEI committees to sponsorship/mentorship programs for underrepresented talent to creating brave spaces for all employees to address difficult topics.
- 2 Increasing the diversity of our workforce**
and sharing our progress transparently.
- 3 Embedding inclusive thinking in our work**
and using the power of our Collective network to drive change.

Because we know **diversity, equity and inclusion are foundational to the company we are**, instrumental in advancing our mission – and critical to the role organizations will play in society going forward.



Our Progress

In 2020, we doubled down on our goal to be the industry's most inclusive agency. We made several commitments to work toward this ambition. Here's where we stand today:

COMMITTED TO

Increasing the diversity of our population – and we are making progress.

While we still have further to go, we've measurably improved BIPOC representation in every category and at nearly every level. In the U.S., where we track racial diversity annually against EEOC data, **we are seeing positive progress across all races at the professional and mid-senior levels (SVP/VP) and we surpassed our representation hiring targets** with BIPOC talent making up 32% of all U.S. hires and 36% of our 2023 intern class. In APAC, **representation of women at senior levels increased** from 45% in 2020 to 51% in 2023. Globally 54% of senior leaders (EVP+) are women. We go deeper into our U.S. diversity numbers on page 18.



COMMITTED TO

Amplifying the impact of our BRGs and DEI communities – these groups are strong and growing.

TWSC has launched and grown six business resource groups (BRGs) to create even more space for employees and allies to come together to make a difference. In 2023, **BRG membership in North America grew by 33%**. And our 30+ local DEI committees continue to make an impact in offices around the world.



COMMITTED TO

Shaping our future inclusively – and belonging is rising.

We've embedded inclusivity into every part of our culture and employee experience – from education and training to differentiated development programs.

Examples include:

- C.O.N.N.E.C.T. sponsorship program (pg 14)
- APAC's Champions of Change (pg 24)
- EMEA's annual Inclusion Week (pg 25)
- Time to Connect discussion series (pg 26)
- Global focus on mental health (pg 28)

These initiatives have contributed to high "belonging" scores in every market and also helped to create an environment where BIPOC talent is welcomed, empowered and interested to stay and grow. In the U.S., while voluntary attrition among our employees went down overall from 2022-2023, **voluntary attrition among BIPOC and Black talent reduced at a significantly faster clip, reducing by 14.9% and 23.4%, respectively** (compared to a reduction of 9.9% among White employees). Our retention rates in the U.S. are now relatively equal among all employees.



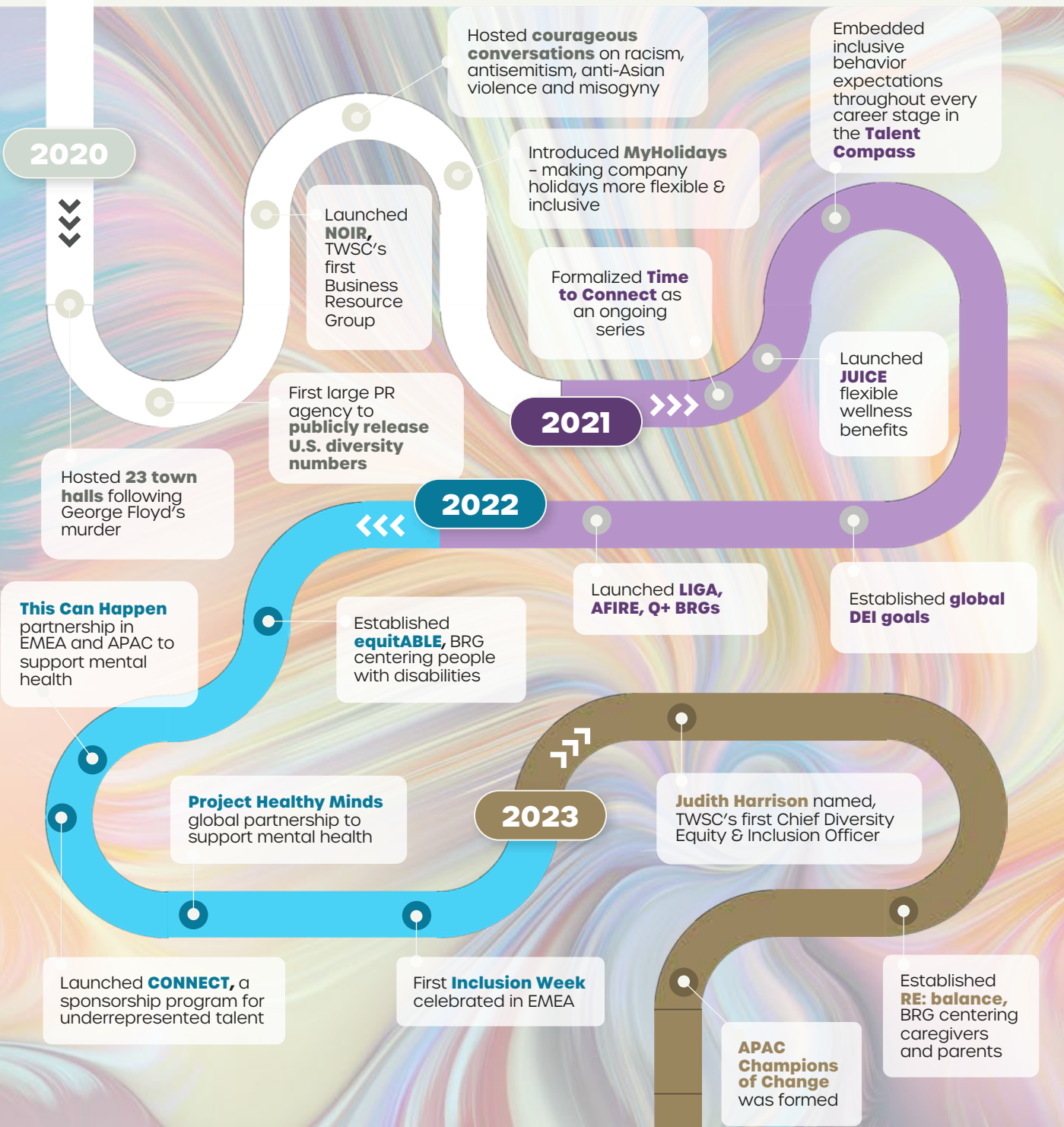
COMMITTED TO

Fighting for equity through our work and partnership with clients – today, our work is industry-leading.

Whether it was launching **Mattel's** first doll with Down syndrome or working with **Ancestry** to create a film connecting slavery descendants with their relatives, TWSC has worked with some of the world's largest brands to advance diversity, equity and inclusion. That's in addition to pro bono work like **Rise**, a program we co-created to increase the reach and influence of Black entrepreneurs in the UK.



Our DEI journey since 2020



A NOTE FROM

Judith Harrison

CDEIO, THE WEBER SHANDWICK COLLECTIVE

Diversity, equity and inclusion (DEI) are the throughline connecting us to one another, our values and our work. They enable us to build braver ideas, differentiate to lead and use the power of our thinking, influence and resources to create a more just world.

TWSC goes beyond the numbers to advance a multi-dimensional approach that drives DEI forward. Our collaboration with colleagues and clients around the world to build a culture of belonging and create culturally responsive work brings to life our belief that cultural competence + structural support + accountability = transformation.

Transformation isn't a finite effort -- it's a way of life. We're proud of the progress we've made in creating a culture that empowers people of all identities to be authentically and unapologetically who they are, feel a sense of belonging and contribute their uniquely informed perspectives to embed diversity and inclusive thinking in our work. Highly engaged colleagues in DEI committees throughout our global network and business resource groups in North America work to increase employee engagement in DEI, support one another, attract new talent, partner with community organizations to drive change, and add value to the work we do for clients.

These are exciting strides in the right direction, but there is still much work to be done to make our workforce representative of the populations we serve. Our commitment to global DEI is grounded in our promise to hold ourselves accountable for driving change that will enable us to build the most inclusive agency in the industry. Such change is built on a foundation of intentional elevation of diversity and strategic operationalizing of inclusion and equity. It requires a local approach within a global framework, cultural authenticity, relentless focus and frequent measurement.

This is the work of transformation. We're on it.

JUDITH HARRISON

“Transformation isn't a finite effort - it's a way of life.”



Accelerating Equity & Inclusion

See how we're operationalizing inclusion and equity through education, inclusive practices and talent development.

Fostering understanding through DEI education

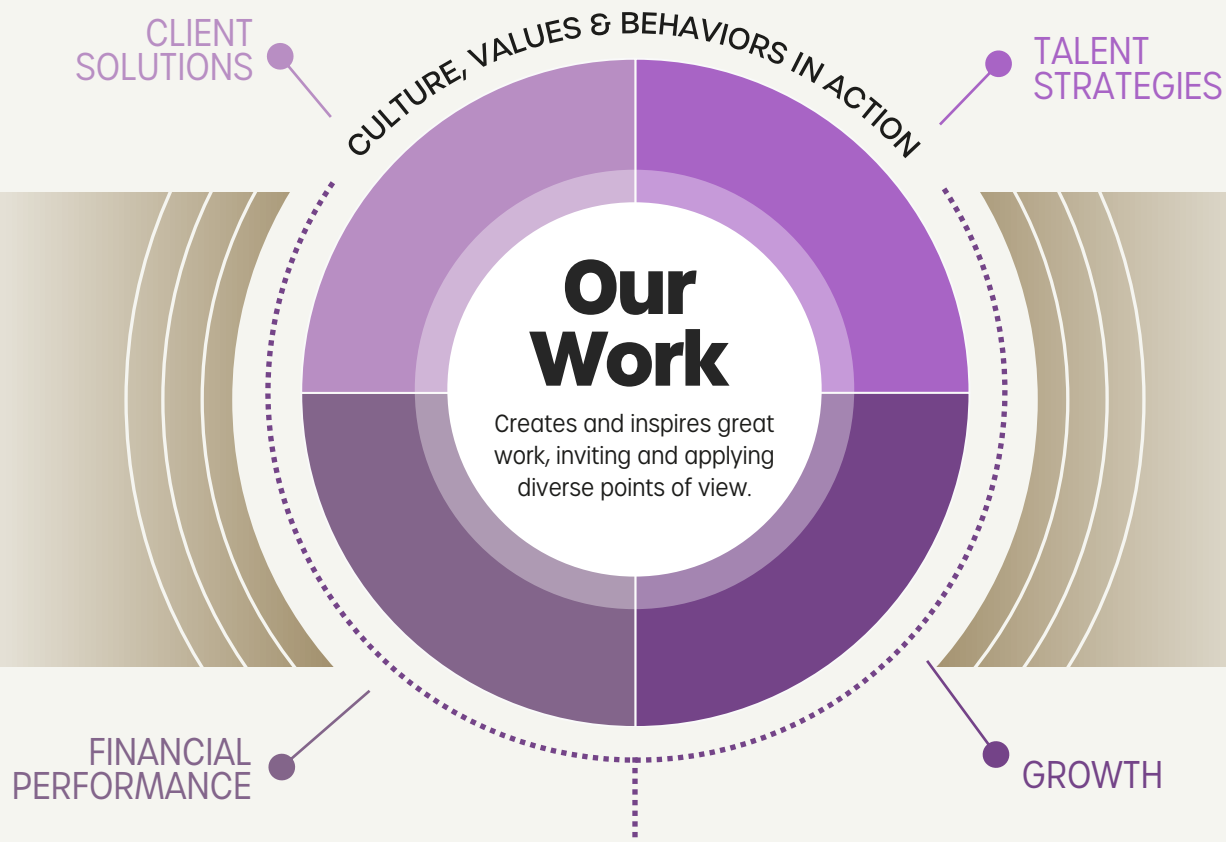
DEI education that builds cultural competence is an important driver of progress. But making it **meaningful** requires an **intentional** balance of informational content, transformational experiences and operational guidelines.

- **MANAGING UNCONSCIOUS BIAS**
Global mandatory training to identify and understand unconscious bias.
- **UNDERSTANDING THE BLACK EXPERIENCE IN AMERICA (NA)**
A cutting-edge workshop on the history of Black people and racism in America.
- **BUILDING WHITE ALLYSHIP AND ANTI-RACISM (SOUTH AFRICA)**
A training for employees focused on anti-racism and behavior change.
- **INTERCULTURAL DEVELOPMENT INVENTORY (GLOBAL)**
A program for nearly 70 senior leaders to assess where we are on the journey to intercultural competence and inclusive leadership.
- **IN CULTURE LABS (LATAM)**
A special training session focused on DEI basics for leadership.
- **HIRING AND PROMOTING TOP TALENT (GLOBAL)**
Exploring the bias that can be hidden within talent acquisition and development - and how mentoring, staffing and coaching can drive the readiness of top talent.
- **INCLUSIVE HIRING CODE (APAC)**
A guiding framework for data-driven hiring to minimize biases.
- **MANAGING WITH CULTURAL COMPETENCE**
Global mandatory training for managers that defines "intercultural competence," discusses why these concepts matter in the workplace and provides a framework for navigating differences.

The Talent Compass

In 2021, we introduced a new framework for career development, including specific benchmarks for how every employee can drive DEI in their role.

Advancing DEI is one of five areas we track as part of performance management across our business.



DEI: BUILDING DIVERSITY, EQUITY & INCLUSION INTO OUR WORKPLACE & WORK

Driving inclusivity through Policies & benefits

Flexible time off – including flexible public holidays in some markets - lets employees choose how to use their time away in the ways that are most beneficial to them.

In addition to competitive parental leave around the world, TWSC has **expanded its family planning and reproductive health benefits and policies** in many markets with programs that address menstrual health, fertility and menopause.

And because **inclusive wellness** is a commitment, employees globally have access to a wide range of benefits aimed at healthy lifestyle and cultural enrichment – from monthly cash reimbursements to discounts on fitness fees, meal kit services, even pet care.



We aim to ensure the very foundation of our organization is inclusive - from how we build teams to how we think about benefits and rewards.

IPG's partnership with Maven in the U.S. offers free, 24/7 support around family building and planning, postpartum and newborn care, return-to-work and career coaching, miscarriage and loss aid, parent coaching, special needs support and childcare navigation. TWSC also expanded our Bereavement Leave policy in the U.S. to include reproductive losses.

Our UK operations launched a **new Menopause policy** ensuring that we provide a safe working environment for all employees who may be experiencing Menopausal symptoms. Our APAC region completed a review of women's health policies in 2023 that led to **new health screening benefits, menopause support and other benefits for women employees.**

In the U.S., a **new Compassionate Leave policy** ensures employees can take time off in response to unforeseen issues not covered.



CONNECT

CONNECTING OUR NOW & NEXT EXECUTIVE + C-LEVEL TALENT

C.O.N.N.E.C.T. (Connecting Our Now and Next Executive C-Level Talent) is TWSC's sponsorship program for high-potential, high-performing senior-level BIPOC employees in North America. In the initial cohort, 13 proteges were paired with senior executive sponsors for nine months.

Different from a mentorship program, the pairs met monthly with defined intentions for each phase of the program to ensure proteges were progressing in their goals. Bimonthly pulse surveys helped us to understand where each pair was on their journey and identify any need for intervention from the DEI team. Protégés also participated in roundtable sessions with industry leaders for personal and professional growth.

In the end, all 13 proteges expressed appreciation and said the program was one of the most valuable investments in supporting their journey - and many of the sponsors discussed the mutual value they received.

- 13 Sponsor /Protégé Pairs
- 9 Month Program
- 2 Classes & Counting

Click [here](#) to watch what our CONNECT sponsors and protégés had to say about the experience.

Click [here](#) to see the WWW launch video, "Identity, it's her call!" featuring women across the China offices discussing their time at Weber Shandwick.

Weber Women's World



In China, our Weber Women's World program aims to empower colleagues by providing them with access to training, networking events and mentoring.

The 175 women of Weber Women's World not only focus on their professional

development but also engage in their local communities to make a difference in the lives of other women. In 2023, they provided training and education opportunities to the "Half Village School" charity program of the Chinese Rural Development Fund.

Creative Access Launchpad Programme

Weber Shandwick UK partnered with Creative Access, a leading diversity, equity and inclusion social enterprise, to improve access to the communications industry for individuals from groups under-represented in the sector. Launchpad aims to support emerging talent and increase access to media and creative roles.

This partnership includes a three-month paid summer internship at Weber Shandwick UK, providing individuals with hands-on experience, exposure to real-world projects and access to mentors from the creative industries.



100%

Launchpad interns felt TWSC had a supportive and inclusive culture

100%

TWSC Launchpad line managers felt more confident working with people from under-represented groups

80%

of placed Launchpad interns are Black, Asian or ethnically diverse

3/5

Launchpad interns continue to work at TWSC



HealthFellows

The HealthFellows program in the U.S. is a first-of-its kind immersion experience giving high-potential, predominantly STEM-focused Black students a chance to deep-dive into our agencies, clients and a career in communications.

Following several years of partnership, TWSC joined efforts with the Ron Brown Scholar Program (RBSP) to offer the program to RBSP seniors and graduates. The program spans across health-focused clients and agencies within TWSC, including mentorship and practical client work/study. Our goal is to hire or place at least 80% of participants in full-time roles, post-fellowship.



WHERE WE STAND ON

Workforce diversity in the United States

As a global organization that spans six continents, workforce diversity carries different definitions – and different challenges and opportunities – for The Weber Shandwick Collective around the world.

In 2021, we formalized workforce diversity goals across TWSC’s global network, conducting an analysis in every major market to understand what diversity means in those areas and where the gaps were. That resulted in specific, bespoke workforce diversity plans for operations across the globe with a wide range of focus areas including ethnicity, race and gender.

In the U.S., where we track racial diversity annually against EEOC data, we are seeing positive progress across all races at the professional and mid-senior levels (SVP/VP):

- For the professional category, BIPOC representation increased from 24.8 percent in 2020 to 31 percent in 2023; for SVP/VPs, BIPOC representation increased from 14.3 percent in 2020 to 21.2 percent in 2023.
- Among all employees in the U.S., BIPOC representation increased from 21.2 percent in 2020 to 27 percent in 2023.
- We also surpassed our BIPOC hiring targets in 2023, with BIPOC talent making up 32 percent of all U.S. hires and 36 percent of our intern class.



It is worth noting that while we still have work to do in representation at the most senior leadership levels in terms of race (EVP+), we are balanced at the leadership level in terms of gender representation with 58 percent women at the EVP+ level in the U.S. and 54 percent globally.

Our increase in BIPOC representation can be partially attributed to strategic partnerships to broaden our pipeline of BIPOC candidates as well as an intentional strategy to reduce voluntary attrition among our BIPOC population, which was historically higher than our White population.

From the Fall of 2022 through 2023, we launched several initiatives to strengthen belonging and inclusion among BIPOC talent, including differentiated development and mentoring programs aimed at creating an environment where BIPOC talent felt welcomed, empowered and interested to stay and grow. In that period of time, we saw overall voluntary attrition among our employees go down but it is notable that voluntary attrition rates among BIPOC and Black talent reduced at a significantly faster clip, reducing by 14.9 percent and 23.4 percent, respectively (compared to a voluntary attrition reduction of 9.9 percent among White employees). Our voluntary attrition rate in the U.S. is now relatively equal among all employees.

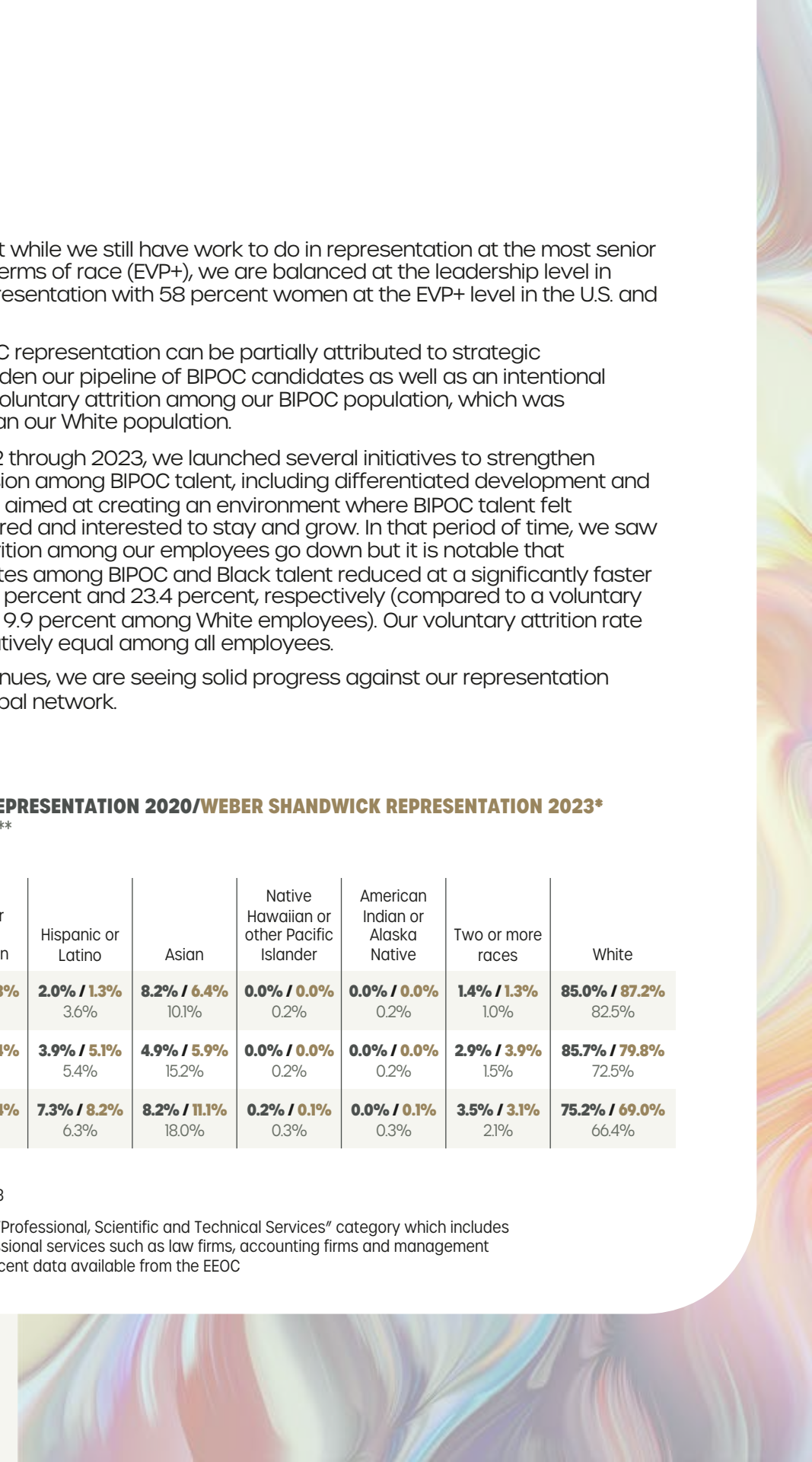
While this work continues, we are seeing solid progress against our representation goals across our global network.

WEBER SHANDWICK REPRESENTATION 2020/WEBER SHANDWICK REPRESENTATION 2023*
EEO 1 SECTOR DATA 2018**

	Black or African American	Hispanic or Latino	Asian	Native Hawaiian or other Pacific Islander	American Indian or Alaska Native	Two or more races	White
OM1 (EVP+)	3.4% / 3.8% 2.4%	2.0% / 1.3% 3.6%	8.2% / 6.4% 10.1%	0.0% / 0.0% 0.2%	0.0% / 0.0% 0.2%	1.4% / 1.3% 1.0%	85.0% / 87.2% 82.5%
OM2 (SVP/VP)	2.6% / 5.4% 4.8%	3.9% / 5.1% 5.4%	4.9% / 5.9% 15.2%	0.0% / 0.0% 0.2%	0.0% / 0.0% 0.2%	2.9% / 3.9% 1.5%	85.7% / 79.8% 72.5%
PROFESSIONAL	5.6% / 8.4% 6.7%	7.3% / 8.2% 6.3%	8.2% / 11.1% 18.0%	0.2% / 0.1% 0.3%	0.0% / 0.1% 0.3%	3.5% / 3.1% 2.1%	75.2% / 69.0% 66.4%

*This data is as of 12/31/2023

**This sector data is for the “Professional, Scientific and Technical Services” category which includes advertising as well as professional services such as law firms, accounting firms and management consultants and the most recent data available from the EEOC



Building a Connected Community



A NOTE FROM

Susan Howe

PRESIDENT, THE WEBER SHANDWICK COLLECTIVE

I am so fortunate to have spent most of my career at Weber Shandwick. My time here has been shaped and supported by the distinct culture that all of us have worked tirelessly to cultivate – a culture of curiosity and creative thinking, a culture of collaboration and partnership, and importantly, a culture grounded in inclusion – where we strive to ensure every colleague in every office is welcomed, valued and empowered to grow.

Our culture is made even stronger by community – particularly in the years following the COVID-19 pandemic and in the face of ongoing uncertainty, constant change and strife around the world.

I'm incredibly proud of the ways our teams continue to come together in myriad ways to support each other. To listen, share, learn (and re-learn). To be allies – and to challenge the status quo.

I'm honored to be a steward of our culture and proud to be a member of The Weber Shandwick Collective community.

SUSAN HOWE

“Our culture is made even stronger by **community.**”


Business Resource Groups (BRGs)

TWSC BRGs are voluntary, employee-led groups created to promote a more inclusive culture for all. Deeply rooted in a sense of community, connection and belonging within the network, they enable professional development and enrichment opportunities for more than 350 employees in North America.

Our BRGs not only unite and support employees across TWSC but also focus on ways to make business impact.




AFIRE
Asians For Inclusion, Respect and Equity




NOIR
Nurturing Our Inclusion and Representation for Black employees




equitable
Employees with disabilities and chronic illness



LIGA
Latino Inclusion & Guidance Alliance



Q+
LGBTQIA+ employees and allies




RE:balance
Caregivers and parents

Membership rose

33%
In 2023

We proudly pay our BRG chairs for the physical and emotional labor required to lead these groups.

Click [here](#) to hear from our BRG members on what makes their experiences meaningful.



NOIR
MoAD | The New Black Vanguard: Photography between Art and Fashion



PROPS
Weber Shandwick celebrates the 50th Anniversary of HIP HOP


Check out our playlist on 



WORLD SUICIDE PREVENTION DAY

MENTAL HEALTH SPECIAL NEWSLETTER

- Some data and statistics
- Myths vs. Facts
- Live experience stories (by This Can Happen)
- Games Users winning companies
- Factors for becoming suicidal
- Preventive measures
- Internal tools, apps & contact



equitable
PRESENTS

Sitting Pretty:
Brands, Disability and Inclusivity

APRIL 27 | 3:30-4:30 PM ET

 **Rebekah Taussig**
Writer, teacher, advocate

Join equitable, Weber Shandwick's Business Resource Group supporting employees with physical disabilities or chronic illness, as we facilitate a conversation with Rebekah Taussig, best-selling author of *Sitting Pretty*.

Sharing her experience from a body that doesn't "fit in," Rebekah will talk about her own experiences and share advice on how we can help our clients more effectively address inclusivity and accessibility.



YES!

THE CMO OF SPRINKLES IS ASIAN
A CONVERSATION WITH MICHELLE WONG AS PART OF AAPI HERITAGE MONTH



RE:balance

Weber Shandwick's BRG dedicated to employees who are balancing work and core responsibilities, from childcare to eldercare - and all the care in between.

Thursday, 100pm EST



Q+

The Pink Elephant in the Room: When the Personal and Professional Collide
Wednesday, June 14th
(2:00 to 3:00 p.m. Eastern)



TWSC | **B:M 2023**
SALUTING SISTERS



#StopAsianHate:
It's More Than a #Hashtag

 **MODERATOR: ANGELA HICKS**
Executive Director, Inclusion, Weber Shandwick

 **RAM MANGORLAL**
Business Affairs Lead

 **PATRICE TANAKA**
Business Affairs Manager

 **SUNG CHANG**
Business Affairs Manager, Global Business Development

 **NICK CHO**
Food Network Host



LIGA!

The Modern American LatinX Audience

Join our Weber Shandwick leaders Micho Spring, Ciro Sarmiento and Christian Brown in a fireside chat addressing how the US LatinX audience has changed in the last decade and how organizations are adapting their communications strategies to these groups.

 **Micho Spring**
Chief, Global Corporate Practice and New England

 **Ciro Sarmiento**
Chief, Digital Corporate Practice at Weber Shandwick

 **Christian Brown**
Executive Vice President, Corporate Practice Lead, US West at Weber Shandwick

In Asia Pacific, we recognize the need for tailored DEI approaches to address the unique cultural complexities and diversity of our markets. We adopted a market-centric approach, empowering employee communities to establish their DEI Council and Values Champs teams, supported by both market and regional leadership. In 2023, these teams merged as the APAC Champions of Change, bringing even greater impact to our work

“ We've got six markets that are all very different in terms of cultural nuances, challenges on the ground, struggles that employees may have. We set out to establish a way that we would empower employees to come to us and be able to bring to the forefront issues that need to be looked at, without taking a one-size-fits-all approach.”



Susie Bates
Chief People Officer,
DEI Champion, APAC



During UK's National Inclusion Week in 2022, TWSC supercharged its efforts by making it an EMEA-wide celebration of inclusion and belonging - bringing colleagues from across all EMEA markets together to educate, inspire and share learnings on ways we can all advance our DEI goals.

Our annual EMEA Inclusion Week programming has educated, inspired and instigated conversation around a range of topics that impact our colleagues both professionally and personally - from disability awareness to mental health and wellbeing.



Inclusion is the lifeblood of our DEI strategy across EMEA, and through nurturing our now international Inclusion Week offering, we've worked to make every one of our people feel heard and for their differences to be celebrated.

Helen Matthews
Chief People Officer, EMEA



Inclusion Week 2023 focused specifically on invisible disabilities - conditions that often are unseen, such as menopause. TWSC also announced a partnership with The Valuable 500, a global business partnership of 500 companies working collaboratively to end disability exclusion.



Time to Connect

Judith Harrison, TWSC's Chief Diversity, Equity and Inclusion Officer, began our Time to Connect calls with employees across North America in 2020 after the murders of George Floyd, Breonna Taylor and Ahmaud Arbery as an opportunity for employees to come together to process their grief in a safe space.

More than three years after the first call, these critical conversations remain a hallmark of the ties that bind us. And have become essential building blocks in creating a culture of inclusion and belonging at TWSC.

The Collective holds North America-wide Time to Connect sessions monthly and sometimes more often in response to traumatic events. We use the calls to examine complex social issues and their effect on our people, enabling us to come together in more profound and impactful ways.

Topics in these safe spaces have included anti-Black and anti-Asian racism, antisemitism, mass shootings, political polarization, the reversal of *Roe v. Wade*, mental health and more.

Occasionally, the calls go beyond North America; for example, we held a call for our UK team about the intersection of misogyny and violence when the murder of young woman in London sparked anguish among colleagues and protests throughout the country.

Our approach to creating psychological safety was heralded as a best practice in Harvard Business Review's [The Hidden Power of Workplace Rituals](#)

Participants have expressed gratitude that Time to Connect creates a **safe, inclusive space to share their experiences and feelings:**

“

“I didn't expect to get emotional on that call... but I was so moved by the humanity and openness. With a topic that is debated with so much passion and vitriol outside our walls, inside our walls feels safe, enabling conversation in a way that is **immensely supportive and always kind.**”

“

“I am **SO grateful for a workplace that creates spaces like this** – thank you, truly, for this pause and the sharing of stories and perspectives. Thank you for recognizing many of us are feeling this weight mentally, emotionally, and even physically at this point.”

“

“As a Black woman, it is really important to me that we opened up this conversation today. Too many of us go to work every day and say that we are 'Okay,' but in reality, a lot of us have been navigating this pain for years. Taking the time to say 'I am not okay' out loud to others is **a sigh of relief.**”

“

“Thank you very much for having this conversation. It's the first place I've worked that's **offered any dialogue on antisemitism**, which I've experienced quite a bit of.”

“

“This was the **greatest sense of community** I've felt in a long while.”

More than **75%** of employees in North America have joined **at least one call.**

Nurturing employee health and well-being

We're committed to prioritizing the health and wellness of our people worldwide. In 2022, TWSC demonstrated its commitment to prioritizing the mental wellness of our people by partnering with **Project Healthy Minds (PHM)**, an organization dedicated to helping people navigate mental health through their research and extensive resources. We are working with PHM to build a substantive mental strategy and approach globally.

150+

Global leaders trained to support a mentally healthy workforce

We also partner with **This Can Happen**, a global organization committed to helping employers and employees create environments that promote mental well-being. TWSC works with This Can Happen in EMEA and APAC to tailor initiatives that meet the needs of employees on topics such as dealing with anxiety, insomnia and menopause -- and how to support those affected.



PROJECT HEALTHY MINDS



Chasing the Sun workshops

TWSC partners with Chasing the Sun in North America on mental health workshops on a range of topics, from imposter syndrome to toxic positivity.



Time To Connect: Highlighting mental health

For World Mental Health Day 2022, we held our first-ever global Time to Connect session focused on mental health. During the session, Judith Harrison, our Chief Diversity, Equity, and Inclusion Officer, moderated a fireside chat with two mental health experts: **Phil Schermer**, founder of our partner **Project Healthy Minds**, and Thomas Duncan Bell, a mental health activist and author known as **The Bipolar Businessman**.

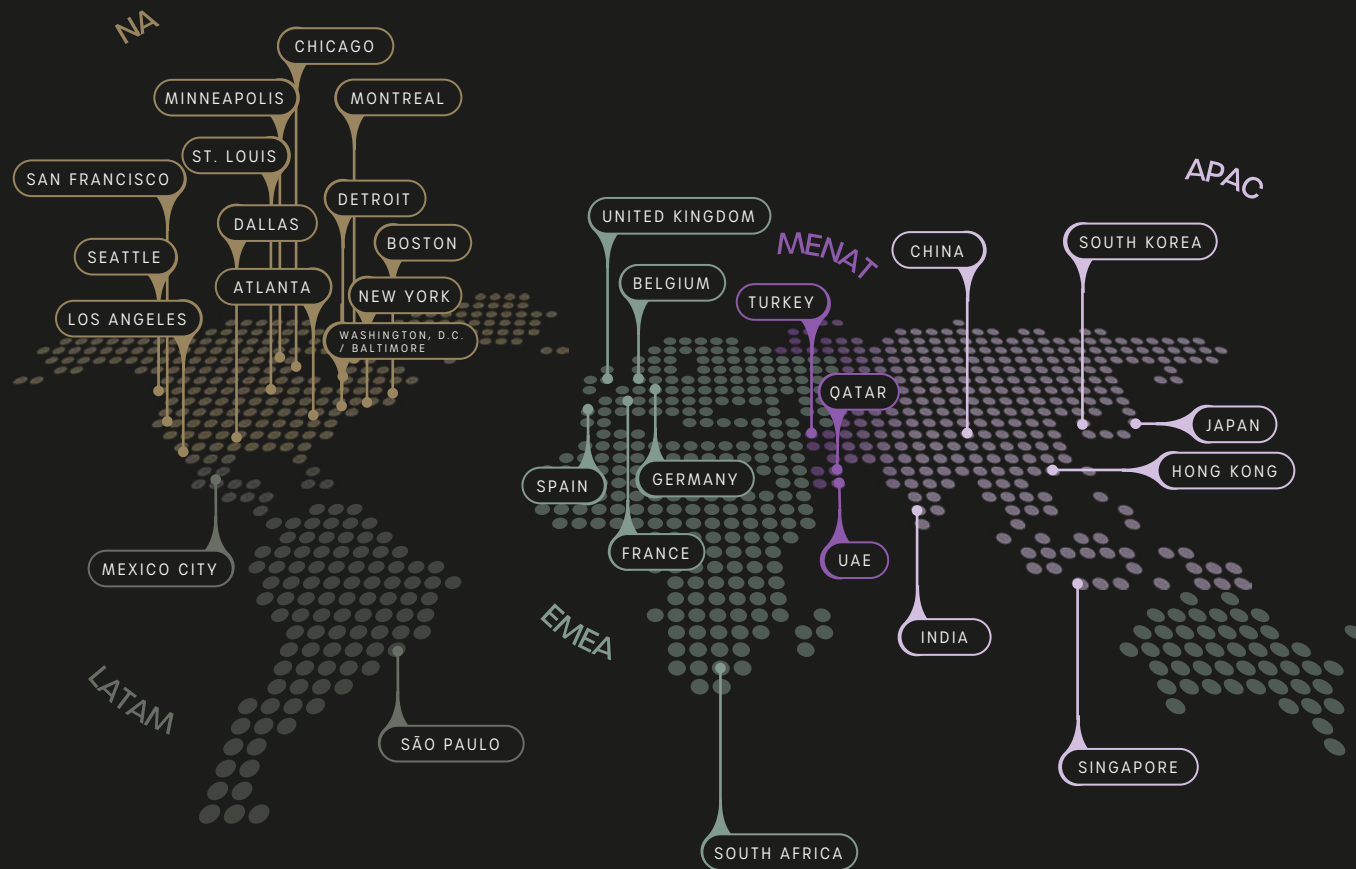
Mindful Business Charter

In the summer of 2023, TWSC became signatories of the UK's Mindful Business Charter, which provides a practical framework that encourages colleagues to be more thoughtful about the impact we have on each other.



Global DEI communities

Our 30+ DEI committees around the globe encourage inclusion and engagement on a local level.



Launching an eBook about psychological safety, "Individualidade." in Sao Paulo

11 years of support for The Hong Kong Cancer Fund's Pink Day



Our WS LA Team supporting LA's annual AIDS Walk

Singapore employees celebrating the repeal of 377A - a law that banned gay sex in Singapore



Residential school survivor Phyllis Webstad shared her story during Canada's National Day for Truth and Reconciliation

Our **Dallas** committee composes a monthly DEI newsletter to foster connection and cultural awareness.

Our **Germany** DEI team discusses diversity knowledge "nuggets" in all-staff Monday meetings.

In **Brazil** we have hosted Colorful Fridays since 2018, a monthly gathering with everyone in the office to discuss a topic around DEI.

Our Champions of Change in **Japan** and **Korea** educate employees using DEI newsletters to explain how local observances differ from those in other countries.

Since 2020, our team in Mexico has organized different webinars and internal talks with special guests to address DEI issues such as LGBTQ+ corporate representation on media and gender equality



Celebrating cultural/heritage months & moments

TWSC BRGs, DEI committees and teams from around the world come together often to honor and celebrate moments that are meaningful to our people and their cultural backgrounds.



Weber Shandwick India & Canada celebrating Diwali



BHM NYC Spike Lee Exhibit



Lunar New Year – Singapore & Atlanta



Advancing Gender Equity



MEXICO PANEL ON WOMEN IN JOURNALISM



EMEA PANEL ON THE POWER OF NETWORKING TO DRIVE PROGRESS



INTERNATIONAL WOMEN'S DAY INTRANET HUB



INDIA'S WOMEN OF WEBER CELEBRATION



SINGAPORE'S SHE HER EMPOWERMENT WORK

Celebrating Pride

2021 & 2022 Global Pride Fest

An on-demand festival of events and conversations brought our global community together in an unprecedented way.



2023 The Pink Elephant In The Room: When The Personal & Professional Collide

Q+ members hosted a frank discussion on the realities of providing unbiased client counsel during tumultuous times amid continued attacks on LGBTQ+ rights.

Canada hosted a program with Rainbow Railroad, a global not-for-profit organization that helps at-risk LGBTQI+ people get to safety worldwide. In a time when there are more displaced people than ever, LGBTQI+ people are uniquely vulnerable due to systemic, state-enabled homophobia and transphobia.





Impact of Our Work

How we're advancing DEI through our work and in our communities.

RACIAL EQUITY & INCLUSION

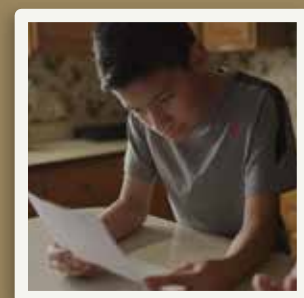


ANCESTRY: "A Dream Delivered: The Lost Letters of Hawkins Wilson"

Weber Shandwick worked with Ancestry to complete a family's unknown history and tell the story of a freedman who was permanently separated from his family during slavery, uniting his descendants for the first time.

Since 2021, Weber Shandwick has partnered with the Black British Business Awards in the UK to launch **RISE** - a pro bono initiative to supercharge the reputation and equity of UK Black-owned businesses. We've supported businesses with everything from content strategy to full-blown integrated campaigns.

BLACK BRITISH BUSINESS AWARDS: RISE



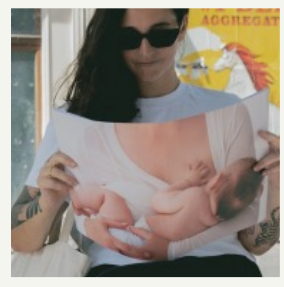
U.S. BANK: Translators

U.S. Bank needed to strengthen and grow its Hispanic target audience. In partnership with Emmy-award-winning filmmaker Rudy Valdez, we helped them launch **Translators**: a powerful documentary following three Latino families who rely on their children to carry out everyday tasks - from reading the mail to seeing a doctor. A shared experience 11M children of immigrant families in the U.S. face.

This civic engagement initiative (supported by FCB and Current Global) was created in partnership with the City of Chicago and When We Vote to drive voter registration for the 2020 election. Plywood that covered windows of local businesses during looting were transformed into voter registration booths - which included a QR code for online voter registration, upcoming deadlines, voter rights and the option to request a mail-in ballot.

CITY OF CHICAGO: Boards of Change (Current Global)





**FRIDA:
The Uncover**

One in five women breastfeeding in public have experienced harassment in France. Weber Shandwick worked with Frida to create magazine covers that transformed any reader into a breastfeeding woman – raising awareness of the stigmatization and harassment against breastfeeding moms.

During the COVID lockdown, cases of domestic violence rose by 20% worldwide. Weber Shandwick and United Minds designed a campaign for Unilever, 'UNMUTE: End the silence on domestic violence' – a smart twist on a piece of Zoom-zeitgeist social currency – “you’re on mute” – to highlight how serious ‘being silenced’ can be.

**UNILEVER:
Unmute**



To elevate the issue of Black women having a higher breast cancer incidence before age 50 (the national guideline age for screenings in Canada), Weber Shandwick partnered with McCann on a pro bono project for Love & Nudes, a Black female-owned lingerie brand designed for women of color, to raise awareness of The Stage Zero Collection – bras designed with medically accurate symptoms that encourage BIPOC women to see and feel the early signs of breast cancer on darker skin tones.

**LOVE & NUDES:
Stage Zero
Collection**



Women and girls in India often face violence and crisis at the hands of men and boys. Weber Shandwick collaborated with filmmaker Vibha Bakshi to promote “Son Rise” – aimed at rallying India’s men and boys to create a unified bold force against gender-based violence.

**VIBHA BAKSHI:
Son Rise**



TWSC: Women’s Health

In early 2023 in EMEA, we launched *The Weber Shandwick Collective: Women’s Health* – driven by a passionate group of agency health experts from United Minds, Flipside Health and Weber Shandwick covering every angle of policy and advocacy, health communications, corporate communications, employee engagement, digital innovation and design experience to drive meaningful change for women.

Since its launch, the Women’s Health initiative has expanded to APAC and LATAM, fueled by teams of passionate women determined to normalize intentional women’s health action across all corporate sectors. In 2024, it expanded to North America.

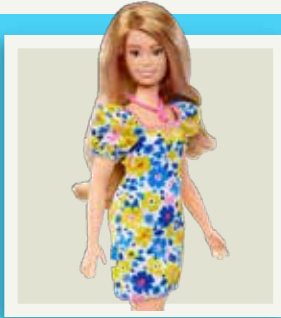
Data at its core

TWSC: Women’s Health launched with its first insights product, *The Women’s Health Indicator*, developed by data analysts and behavior experts to identify specific gaps in women’s healthcare by analyzing and assessing data points measured across society, media, and policy. The tool has supported work across multiple areas including HIV, rheumatology, chronic pain, climate change and Alzheimer’s Disease.

Watch the official launch [video](#) and one-year anniversary [here](#)



ACCESSIBILITY



BARBIE Down Syndrome

In 2023, Barbie launched its first doll with Down syndrome – allowing even more children to see themselves in Barbie, while having Barbie better reflect the world around them. Our comprehensive **communications** campaign emphasized the importance of inclusivity while showcasing the doll's unique features – breaking down stereotypes and promoting acceptance.

We worked with Cambiando Modelos A.C., a civil association and talent agency that promotes inclusive models, and Kadima A.C., a civil association that pushes inclusion and active participation of children, youth and adults with disabilities to create "The All Inclusive Runway" fashion show. Alongside a great mix of designers, influencers and relevant partners, we made disability and inclusion visible in fashion and set a benchmark for inclusive fashion in Mexico.

CAMBIANDO MODELAS A.C. All Inclusive Runway



ADIDAS Runner #321 (Current Global)

Adidas believes when you see yourself represented in sports, you begin to see the possibilities. So they called on the world's largest marathons to hold Bib #321, representing trisomy 21 in the Down syndrome community, for a neurodivergent athlete to ensure representation in mainstream sports. Current Global supported PR efforts and six of the world's major marathons now reserve Bib #321 for a neurodivergent athlete.

Accessible by Design is Current Global's industry-first commitment that every piece of communication the agency creates meets the highest accessibility standards for people with sight, hearing, speech and cognitive disabilities, who represent nearly 15% of the global population. We are encouraging other marketers around the world to adopt this as an industry standard. Fast Company recognized Accessible by Design as a World Changing Idea.

CURRENT GLOBAL Accessible by Design



LGBTQ+ RIGHTS & ALLYSHIP

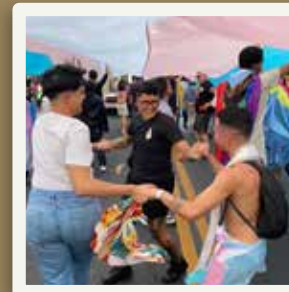


BLUED #StayProud

During COVID, Weber Shandwick helped LGBTQ+ community app Blued create a virtual Pride experience to celebrate, despite lockdown. #StayProud gained tens of thousands of social media engagements, 35.5M+ impressions and a high engagement rate within Blued app – increasing the app's growing brand awareness at a difficult time and boosting Blued's visibility during Pride month.

Continuing its 40+ year of support and allyship for the LGBTQ community, Absolut unveiled "Out & Open" in 2022 to pay homage to LGBTQ bars and restaurants and the many ways these critical spaces serve the LGBTQ community.

ABSOLUT Out & Open



SÃO PAULO Trans Pride March

For three years, Weber Shandwick's Brazil team has done pro bono work for the São Paulo Trans Pride March, the biggest Trans March in Latin America. In 2023, we built a year-long comms strategy, focusing on media and influencer relationships, strategic brand positioning and crisis management.

MENTAL HEALTH



THE GERMAN DEPRESSION LEAGUE: #22weekwait

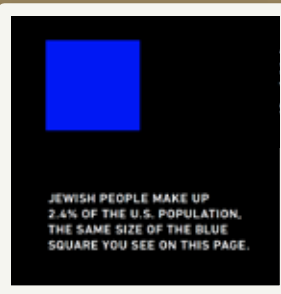
Over 5M Germans develop depression every year and during COVID-19, attempted suicide among young people soared. Yet the average waiting time to see a therapist was an unbearable 22 weeks. The #22WeekWait campaign made the public wait for content and made politicians pay attention – resulting in 110K+ petition signatures, 50M+ reach and one of Germany’s governing parties passed a resolution demanding better access to therapy.

USAA: Face The Fight



With USAA and The USAA Foundation, the Humana Foundation and Reach Resilience, TWSC helped launch Face the Fight – a campaign to break the stigma surrounding veteran suicide by increasing conversation and encouraging vets to seek help.

HATE SPEECH



FOUNDATION TO COMBAT ANTISEMITISM: #StandUpTo JewishHate

In 2023, to raise awareness of growing antisemitism in the U.S., Weber Shandwick partnered with the Foundation to Combat Antisemitism (FCAS) for its #StandUpToJewishHate campaign (aka The Blue Square Campaign) – empowering all people to speak out against antisemitism and hatred impacting the Jewish community.

UNESCO: Last Survivors



Cappuccino worked with UNESCO to create The Last Survivors – a powerful campaign that engaged Holocaust survivors to put a spotlight on the rise of hate crimes in Brazil.

We're proud to partner with

a wide range of organizations and initiatives to advance our goal of being the industry's most inclusive agency. And to further our efforts in creating a diverse workforce that fosters a sense of belonging – where everyone can add value and feel supported to drive the change they want to see in the world.

Notable partners include:

DEI-FOCUSED PIPELINE PROGRAMS & CONFERENCES



ACADEMIC INSTITUTIONS



Industry Recognition

Contact Us

CELEBRATING OUR PEOPLE

2023 Innovation SABRE NA – DEI Professional of the Year - Judith Harrison

Campaign US Female Frontier Awards – Leading the Charge, PR: Susan Howe (2022), Joy Farber Kolo (2021)

PRWeek Women of Distinction/Hall of Femme – Judith Harrison (2022), Virginia Devlin + Susan Howe (2021, Laura Schoen (2020)

2021 New York Women in Communications Matrix Award – Judith Harrison

2019 PRWeek x PR Council Diversity Distinction Awards – Diversity Champion, PR Agency; Judith Harrison

2019 Savoy's Top Influential Women in Corporate America – Judith Harrison

2019 ColorComm Circle Award – Judith Harrison

CELEBRATING OUR WORK

The Uncover/Frida – 2023 Cannes Gold AYA Inclusion Award

Found in Translation/U.S. Bank - 2023 ANA Multicultural Marketing Awards + PProvoke NA SABREs + PRWeek U.S. Awards

CELEBRATING OUR AGENCY

2023 PProvoke Global Agency of the Year

2023 Fast Company, Best Workplaces for Innovators

2021 & 2020 PRWeek Purpose Awards – Agency of the Year: Weber Shandwick

2019 PRSA Big Apple Awards – Leadership in Diversity Award, \$100 Million or More in Annual Revenue: Weber Shandwick

#STANDUPTO JEWISHHATE/FCAS – 2023 Cannes Bronze Lion PR Effectiveness

Runner 321/Adidas (Current Global) – 2023 Cannes Grand Prix Corporate Purpose & Social Responsibility

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→ **Impact of
Inclusion
Report**

2020-2023