

Going BEYOND Awards

IMPACT LEGACY: CEOs FOR DIVERSITY AND INCLUSION

CEOs' Legacy is a FDC-led movement that brings together 40 business leaders mobilized by the need to make a difference in society, organizations and their lives.

This privileged initiative, built in co-authorship with FDC and CEOs, promotes dialogues, debates, reflections, knowledge, which inspire the development of actions oriented to progress. It is a think-action tank for the 21st century leadership, who needs to better balance performance and social progress and moves toward positive legacy for society.



FDC FUNDAÇÃO
DOM CABRAL

Divided into groups, CEOs are encouraged to discover what individual transformations they need to undertake to achieve their goals and how to translate this change into action to build a legacy for society. One of these groups is Impacto – CEOs for Diversity and Inclusion, formed by 11 leaders who, since 2018, began to reflect and implement actions focused on exclusion and social injustice. Leaders have examined how this challenge is reflected in their businesses and have discovered ways in which diversity and inclusion policies can contribute to helping the country address persistent social inequality.

Going **BEYOND** Awards

The project was responsible for implementing and accelerating stronger policies and more effective management processes within companies, with CEOs taking on the responsibility of becoming agents of change and spokespersons for diversity and inclusion in society. The group operates as a collaborative network, with shared coordination and formation of pairs and trios sponsors for each new front of action. Since the beginning of the work, the group has established the principle of continuous dialogue with representatives of minority groups, who debate and contribute to the formulation and evaluation of actions.

It is a qualified interaction, anchored in the belief that respect for human rights is a condition for civilizing evolution. This connection invites leaders to reach new perspectives and, above all, recognize the reach and impact of their decisions. Interaction with minority groups generates learning and builds value for all stakeholders in the ecosystem. And it has been fundamental to the process of (re)elaborating the new role of leadership in the 21st century, committed to contributing to facing the persistent challenges of humanity.

Another important step in building this collaborative network was the engagement of the companies' Communication and Diversity&Inclusion/HR teams, thus structuring a continuous, two-way flow, facilitated by FDC.

This interaction gave rise to the creation of two strategic fronts - Communication and Diversity & Inclusion/HR - which work in constant dialogue, aligning and co-creating actions inside and outside organizations. Therefore, we usually promote seminars, podcasts, webinars to discuss relevant topics related to Diversity and Inclusion Agenda.

Going **BEYOND** Awards

PROGRAM IMPACT AND SUCCESS

The first positive impact promoted by the initiative was the mobilization of CEOs from national and multinational companies to the theme. The project placed the theme of diversity and inclusion as a priority and responsibility of the group's 11 CEOs, who became ambassadors of the cause in Brazilian society. Another important result, arising from the engagement of CEOs, was the accelerated implementation of diversity and inclusion policies in the companies themselves.

Gerdaud and Symrise, for example, started their Diversity and Inclusion projects with Grupo Impacto and have reaped important results.

At Gerdaud, of the total of 30,000 employees, 70% are men. By 2025, 30% of leadership positions should be held by women and, for this, 20% of executive bonuses are linked to gender diversity goals. Since the Diversity and Inclusion program was created, the presence of women in coordination chairs has grown 5%, and today it is 22.4%.

Symrise, a Germany multinational, also has goals of having in its overall picture the percentage of women, blacks and other minor groups that represent the demography of Brazilian society.

In the last two years, the company has increased the number of blacks by 53%, today 29% of the workforce. It has 46% women in the workforce, with 49% at the leadership level. In the selection of black women, they advanced from 11% to 16%.

At FDC, the initiative has also contributed to the improvement of our internal and external practices related to diversity and inclusion. Our Dean became the sponsor of the Diversity and Inclusion Program and approved a corporate strategy, with KPIs and goals for increasing diversity and accelerating the careers of minority groups in the institution.

Going BEYOND Awards

SDG IMPACT

GOAL 4: Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

GOAL 5: Gender Equality

Achieve gender equality and empower all women and girls

GOAL 8: Decent work and economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

GOAL 10: Reduced Inequalities

Reduce inequality within and among countries

GOAL 17: Partnerships for the Goals

Strengthen the means of implementation and revitalize the global partnership for sustainable development



Going **BEYOND** Awards

LOOKING FORWARD

The Impact Legacy initiative will launch the Impact Journey on Diversity and Inclusion. The CEOs will be FDC's first impact investors and, together, we are structuring an online leadership development program on the theme of Diversity and Inclusion.

There will be six online modules. The first participants in the program will be the C-Level leaders of the entire CEOS Legacy group. And, subsequently, the program will be sold to other executives and companies in the FDC market place. Part of the sales will go to social projects focused on the theme of diversity and inclusion, selected by the investing companies.

<https://www.linkedin.com/company/impacto-legacy/>