

# Innovation Booster Fashion & Lifestyle: Diversity, Equity and Inclusion Policy (DE&I)

The Innovation Booster Fashion & Lifestyle is founded on core values such as inclusion, diversity, and gender equality. In line with the principles of open and human-centric innovation, we strongly believe that an inclusive ecosystem ensures that fashion and Lifestyle innovation better reflects the priorities of society and ALL users (men, women, and beyond), increasing the likelihood of success, adoption, and use.

## 1. Commitment to Diversity, Equity, and Inclusion

The Innovation Booster Fashion & Lifestyle is deeply committed to fostering a workplace culture that actively promotes Diversity, Equity, and Inclusion (DE&I). As a program promoted and financed by Innosuisse, the Swiss Innovation Agency, we recognize the importance of DE&I in driving innovation within the fashion and lifestyle sector, contributing to the broader goals of science-based innovation in Switzerland.

Innovation Booster Fashion & Lifestyle is unwavering in its commitment to building a diverse, equitable, and inclusive workplace. We understand that embracing DE&I is crucial for promoting creativity, innovation, and the overall success of the fashion and lifestyle industry.

## 2. Inclusion Principles

Innovation Booster Fashion & Lifestyle is dedicated to fostering an inclusive environment where every team member feels valued, respected, and empowered to contribute their unique perspectives. Inclusion is not just a goal; it is an integral part of our organizational DNA, as stated in our Manifesto.

## 3. Equity and Fairness

We are committed to providing equity in opportunities, recognizing and addressing biases, and ensuring fair treatment for all employees. Our decisions regarding hiring, promotions, and professional development are based on merit, skills, and a commitment to fostering diversity.

## 4. Non-Discrimination and Anti-Harassment

Innovation Booster Fashion & Lifestyle strictly prohibits discrimination and harassment based on any protected characteristic. Our workplace is free from bias, and we promptly address and rectify any incidents that violate this policy.

## 5. Accountability Measures

We regularly assess and measure our progress in promoting DE&I within Innovation Booster Fashion & Lifestyle. We hold ourselves accountable through transparent reporting, regular audits, and continuous improvement initiatives.

## 6. Communication

The IB will adopt measure to foster diversity of skills, perspective and capacity. The IB will set-up the community from a diverse base: starting from a selection of community members that represents different backgrounds (e.g., Fashion and Lifestyle managers, researchers, topic experts). The IB will promote progressive access to the community by encouraging interdisciplinary collaborations and

preserving a good level of diversity. We encourage open dialogue, collaboration, and continuous learning in our pursuit of a diverse, equitable, and inclusive workplace.

## 7. Gender Equality

Innovation Booster Fashion & Lifestyle is committed to promoting gender equality in all aspects of our operations. We strive to eliminate gender bias and ensure equal opportunities for individuals of all genders. Our policies aim to create a workplace where everyone, regardless of gender, can thrive and advance in their careers.

### Adopted strategies to address gender equity and diversity

The Innovation Booster must meaningfully implement diversity measures and make, in particular, the representation of women a core issue on all levels of the initiative. It must report on its achievements in this regard as part of the annual reporting. The Innovation Booster's progress in this area will be assessed as part of the evaluation. Following the adopted strategies that will be implemented:

- **50/50 Equality Goal:** a criterion of 50% female -50% male balance will be set up and promoted for the Advisory Board, IB Team, Jury, and Innovation Teams. This principle will also be implemented among the experts involved by the IB, as well as team ambassadors/community testimonials selected to present results and success stories at the events.
- **W-Program:** Women leaders in Fashion & Lifestyle Lab. Communication program to spotlight excellent women in innovation projects to share experiences and facilitate new partnerships. Dagerà will also dedicate specific sessions during Community Days inviting women from the W-Program as speakers.
- **"Diversity and Inclusion" criterion for idea evaluation:** The Jury's evaluation scorecard will include a criterion for the evaluation of the idea that considers the inclusiveness of the project team compared to unsolved societal challenges of gender inequality and unmet needs among women or younger generation in various areas of Fashion and Lifestyle sector. An example of a possible question to evaluate the application could be: "What is the gender balance in your Innovation Team (indicate percentages), and how inclusive and innovative is your proposed idea addressing social aspects in the society?".
- **Flexible way of working & Kids Lab initiative:** Where possible, the IB is committed to providing virtual participation in events as well as online webinars and content always available on the IB channels. In addition, except for the in-person challenge workshop, the IB promotes an agile way of working to support gender diversity and work-life balance. The IB will launch an initiative to support parents and moms to participate in events by launching the "Kids Lab", an initiative that will manage innovative sessions and games for children at events allowing parents to participate without worries.
- **Regular monitoring and reporting:** Specific KPIs will be focused on gender diversity. The monitoring will include board and management team, as well as community and Innovation Teams, helping taking actions to address any imbalances.