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INCLUSION AND DIVERSITY:

KAIRÓS COMUNICACIÓN S.A. de C.V. SUPPLIER DIVERSITY PROGRAM DE C.V.

September 2023

I

KAIRÓS COMMUNICATION: FOCUS ON INCLUSION, EQUITY AND DIVERSITY.

At Kairós Comunicación, for almost 25 years, because of how stimulating and creative it is for us to work in this sector by generating emotions in audiences in the experiences for which multiple clients make us their collaborators, we are focused on inclusion, parity and more recently, diversity.

Inclusion

We are aware that there has been significant progress in the recognition of the human rights of people with disabilities. The Convention on the Rights of Persons with Disabilities, adopted by the United Nations General Assembly in 2006, establishes that people with disabilities have the right to equal opportunities and full and effective participation in society. In Mexico, laws have been adopted that promote the inclusion of people with disabilities in the labor market, as well as certification in the Mexican Standard NMX-R-025-SCFI-2015 on Labor Equality and Non-Discrimination.

The benefits of inclusion are numerous, both for people with disabilities and for companies and society in general: For people, labor inclusion allows them to improve their quality of life, their autonomy and their self-esteem. For companies, it generates economic benefits by increasing productivity, innovation and reputation. For society, it contributes to creating a more just and inclusive society.

Although significant progress has clearly been made in Mexico in the inclusion of people with disabilities in the labor market, there is still much to do: At Kairós Comunicación we work to eliminate the barriers that prevent the inclusion of people with disabilities but we think that the political and labor authorities must continue to support the inclusion of people with disabilities with specific policies and programs.

Working with disabled people has enriched us in many ways; some of our most productive collaborators have disabilities and their contributions continue to be key to the development of projects, ideas, content and reliable administration of our resources.

Gender equality

We know that the global trend is to comply with gender quotas, that is, the parity of males and females. In our country, laws have been enacted to promote equity in politics, the economy and society in general and guarantee that women have the same opportunities as men, which has had a positive impact on the representation of women in politics and the workplace, as we have seen with a large number of capable and professional women leaders who, increasingly, make decisions in our sector.

Although gender quotas have also been criticized by those who maintain that they are a form of positive discrimination and that they are not necessary, since women can compete on equal terms with men without the need for quotas, we know that our country has been considered sexist (machista), dominated by patriarchy, which is why equity actions have been taken in various areas.

At Kairós Comunicación we have searched for equality and parity, valuing the high degree of commitment, responsibility and productivity of women; especially because our sector has traditionally been unequal and women continue to be underrepresented in technical and creative positions and, now with work, they are significantly affected by the wage gap.

For this reason and our experience in the field, we are allowed to provide these specific suggestions to reverse the situation of women in the audiovisual and event organization industry.

- Offer education and training to women in both technical and creative areas from formal education and externally, to achieve good preparation, certify their skills and thus integrate into this sector dominated by men.
- Create networks and support opportunities for women in the audiovisual industry. This will help women connect and have more and more presence and recognition.
- At the perception level, both in social networks and in the media, it will be necessary to disseminate, publish, tell stories and show positive images of women in technical and creative positions and thus change prejudices and atavisms about the presence of women in the audiovisual industry.

We currently work with freelancers women in the various strategic areas of our activity: photographers, videographers, audio engineers, event coordinators, project developers, scriptwriters, and public relations specialists as well as in marketing, sales and financial areas. The implementation of policies that promote equal opportunities has been constant at Kairós Comunicación, which has brought benefits to all parties for several years.

Diversity

The world, and consequently Mexico, have been transformed: consciences are opening and people discover they are unique and decide to live fully. Resistance fades and diversity is perceived as different, necessary, imminent...

The global trend leads to considering the integration of diverse companies into supplier chains indispensable, in which at least 51% is owned and operated by an individual or group that is part of a traditionally underrepresented or neglected group (companies owned by women, of the LGBTTTTIQ+ community, or in our country, of indigenous peoples or people in poverty)

According to global studies, companies that promote diversity and inclusion are 30% more likely to be innovative and 20% more likely to have a better reputation.

The growing representation of diverse suppliers from the LGBTTTTIQ+ community around the world is a reflection of the growing acceptance of diversity and inclusion in the workplace, as independent third-party suppliers-freelancers and in supplier chains.

By increasing spending on diverse suppliers of the LGBTTTIQ+ community, we also contribute to developing a more inclusive and tolerant society, by guaranteeing that people, regardless of their sexual orientation, have the same opportunities with diverse and inclusive economic activities. Our relationship with diverse suppliers of the LGBTTTIQ+ community involves:

- Professional specialized consulting and legal advice services.
- Technology services companies.
- Public relations
- Graphic design and printing of specialized materials companies.
- Hiring talent in entertainment and performing arts.
- Food and beverage companies: catering.

Policies:

We know that supplier diversity programs can vary in their focus and scope. Ours aims to increase participation from specific suppliers, such as women- and minority-owned businesses; also in promoting the general diversity of the supply chain, including suppliers similar to us in size (SMEs), sectors and regions, the latter due to the number of events we do within the country and internationally.

For this reason, in addition to having an inclusive and innovative reputation, we have consulted lists of Diverse Suppliers, which include companies owned by women, people with disabilities, people in situations of poverty or marginalization, and local companies.

Strategies we consider for our supplier diversity program:

- To set clear goals to increase diverse supplier participation from less than 15% to over 30% in the long run.
- To evaluate suppliers based on their diversity and other factors (quality, price and service).
- To offer access to training opportunities by involving them in our events and productions to open their spectrum and opportunities.

II VALUES

- **Equality:** We contribute to creating a more inclusive and equitable economy. This means that everyone, regardless of their origin, gender, disability and sexual orientation, has the opportunity to access better living conditions, success and professional and personal fulfillment.
- **Diversity:** It is a vital force for the economy and society, Diverse companies are open to differences so they are more innovative, productive and resilient.
- **Innovation:** Diverse suppliers bring new ideas and perspectives, which necessarily drives innovation in services, products and processes.

- Economic growth: Companies that innovate become successful, which translates into development, increased job opportunities and economic improvements.
- Social responsibility: By working with diverse suppliers, social responsibility is promoted. This means that we are part of productive organizations committed to creating a more just and equitable world.

III ACTIONS

In September 2023, we share the supplier inclusion and diversity policies, practices and objectives for AstraZéneca, with our clients who also request it, and we make it public on our official site.

- We will attend AstraZeneca training on supplier diversity in 2023
- We are already calculating reference data on the total spending of our supply chain with various SMEs, social enterprises and freelancers
- We will provide reports to AstraZeneca on total supply chain spending with diverse SMEs, social enterprises and freelancers regularly
- In the medium term we will implement strategies to increase spending with diverse SMEs and freelancers by more than 15% by continuing with our Inclusion and Diversity policies.

IV GOALS

- Increase hiring in our workforce and the independent scheme (free-lance).
- Increase spending on SMEs companies with diverse characteristics and social enterprises.
- Our spending with diverse SMEs and freelancers is less than 15%, we intend to increase it by more than 15% in the medium term (2025).

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