

April 4, 2024

## **Dentsu Unveils Global Representation Initiatives**

### **– Internal awareness-raising short films to help promote understanding of minority group representation now accessible to the public –**

Dentsu (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: President & Global CEO Hiroshi Igarashi) today announced the public release of several internal awareness-raising campaigns implemented to date, in order to further promote an understanding of the significance of representation throughout society. These is a variety of unique internal awareness programs dentsu has implemented that utilize its creative power to improve representation among its 71,000 employees globally.

Each of dentsu’s four regions is developing and implementing its own measures to address DEI-related issues and promotes representation on a global basis.

### **Regional Initiatives to Promote Representation**

#### **■ Japan**

#### **Cafe DEI, created based on the real-life experiences of LGBTQ+ participants**

“LGBTQ+ Edition” provides an easy-to-understand explanation for why companies need to address LGBTQ+ issues, based on actual challenges faced by LGBTQ+ employees of dentsu Japan.

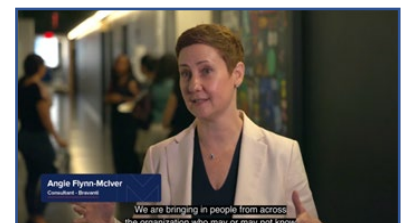
“Disabilities Edition,” based on the “social model”<sup>\*1</sup> of disabilities, has participants discussing how reasonable accommodations<sup>\*2</sup> can be made even at an individual level.



#### **■ Americas**

#### **LIFT Training Program, an initiative to enhance the capabilities and confidence of female employees**

This program promotes the development of competence, confidence, and skills to enable women working for dentsu Americas to have greater impact and future success in their careers. This is an awareness program that enables participants to acquire skills such as building stronger relationships with organizational leaders, building cohesive teams, and leading.

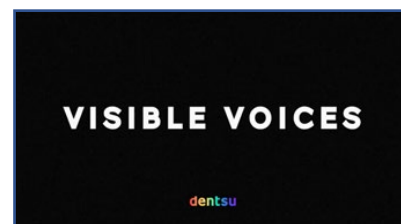


## ■ EMEA

### **Visible Voices, a short film that sheds light on the voices of dentsu employees belonging to minority groups**

Launched in the EMEA region to coincide with International Women's Day 2023, "Visible Voices" is an annual short film in which dentsu employees share their personal stories to help viewers learn about the realities of minority groups.

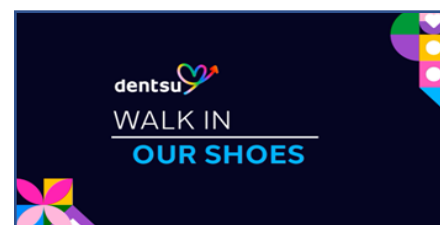
The "Gender Equality Arc" takes a multifaceted look at the fact that gender disparities in the workplace are caused by a variety of factors. The "LGBTQ+ Community Arc" introduces the real voices of LGBTQ+ dentsu employees to help viewers imagine what their lives are like.



## ■ APAC (excluding Japan)

### **Walk in Our Shoes, a campaign that reveals microaggressions\*<sup>3</sup> toward the LGBTQ+ community**

As part of the Pride 2023 initiative, dentsu leadership was asked to participate in the Walk in Our Shoes campaign to promote understanding of the discrimination and microaggressions that LGBTQ+ people experience on a daily basis. The campaign aims to raise organizational awareness of the need for allyship\*<sup>4</sup> to the LGBTQ+ community.



For details of the initiatives in each region, please visit the Dentsu Group Inc. website.  
<https://www.group.dentsu.com/en/sustainability/representation/>

Dentsu believes in the unlimited possibilities that are created when people connect with each other. Therefore, dentsu is implementing a variety of measures to ensure DEI is deeply rooted in the organization to provide opportunities for diverse talent to play an active role and foster an equitable company culture. As a B2B2S (Business to Business to Society) company that creates economic and social value, through advanced DEI initiatives\*<sup>5</sup> and other programs, we will work together with client companies to resolve social issues and contribute to the realization of a vibrant society where people enjoy a fulfilling life.

\*1 The social model of disability refers to the idea that people's disabilities are not individual problems, but rather problems of society as a whole that create barriers, and that society has a responsibility to remove these barriers. In contrast, the medical model of disability views disability as a problem of an individual's physical and mental functions. Dentsu Japan adheres to the social model and believes that social systems and mechanisms designed for people without disabilities are the cause of barriers and is thus working to resolve these issues. Currently in Japan, companies are required to provide reasonable accommodation based on the social model.

\*2 (Based on the social model) Reasonable accommodation means that people with disabilities can participate in social life in the same way as people without disabilities, and that the surrounding environment

accommodates for both.

- \*3 Microaggression refers to a remark or behavior in a casual everyday setting that may be hurtful to a member of a marginalized group. It may be caused by unconscious prejudice, lack of understanding, or preconceived notions.
- \*4 Allyship is the understanding and support of people from minority groups by those who are not part of the minority group.
- \*5 Please refer to the following release for more information on our DEI initiatives:  
Dentsu Group Releases Its "Diversity, Equity & Inclusion Report 2023"  
<https://www.group.dentsu.com/en/news/release/001098.html>

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