

# RESPECT IS KEY.



The **COMMITMENT** of the advertising film producers to **DE&I**.

## REACHING THE GOAL TOGETHER.

Advertising film productions are complex. Many different people work together on a project. But not only the result is important, the way to get there is just as important.

We can only speak of a successful production if there is mutual respect.

Below we explain what **DIVERSITY, EQUITY** and **INCLUSION** mean to us. How we fill these topics with life. And how our members can implement them.



### DIVERSITY IN EVERYDAY LIFE.

Different genders, nationalities, ethnic groups, religions and worldviews, social origins, age and disabilities: no two people are the same.

We are committed to ensuring that the diversity that characterizes our society and makes it strong is also represented in our productions.

We stand for an open and tolerant culture in front of and behind the camera. Discrimination has no place in our productions.

### EQUITY. EQUAL CONDITIONS FOR EVERYONE.

Equity begins by acknowledging that not all people have the same opportunities. We advertising film producers actively remove barriers and are committed to ensuring that everyone receives exactly the right support - and thus equal opportunities.

### INCLUSION. BELONGING IS PART OF IT.

Being seen is a good feeling. But there's more to it than a "Good morning." Inclusion is achieved when we proactively give all people the opportunity to express their identity. Reach out! For example, by integrating holidays of different religions in the company - without having to ask about it.

## THE BASIS OF OUR RECOMMENDATIONS FOR ACTION ARE THESE 9 DIMENSIONS OF DIVERSITY:



GENDER



NATIONALITY



SOCIAL  
BACKGROUND



GENDER  
IDENTITY



ETHNIC  
ORIGIN



SEXUAL  
ORIENTATION



AGE



RELIGION AND  
IDEOLOGY



DISABILITY

# DE&I. BUT HOW?

So that good ideas and high standards can become realizable results, we have put together the first **tangible recommendations** for action.

Can also be used as a **checklist!**

- **Provide DE&I contact persons** for discrimination issues and other DE&I issues in the office and on the set.
- **Equal opportunities in recruitment processes.** The dimensions of diversity have no effect on the application process. Specific Unconscious Bias Workshops should be offered.
- **Offer targeted internships and apprenticeships** for people from economically weaker backgrounds.
- **Enable flexible working models, remote work and job sharing.** Always post part-time jobs. Especially for people with disabilities.
- **Equal opportunities in salary negotiations** through transparent definition of salary levels and regular reviews of possible pay gaps.
- **Increased career development for women.** Realistic target quotas for all management levels should be implement.
- **Reintegration and training programs for parents.**
- **Training on how to deal with trans and non-binary people.**
- **Diverse corporate culture** with integration of holidays of different religions.
- **Use of gender-sensitive and universally inclusive language** in all forms of communication (\* or :).
- **Use English** as the standard language in international teams.

## ACTION:

If someone can achieve great results with many different people, then it's us - the Association of German Advertising Film Producers.

**WE LOOK FORWARD TO ACHIEVING THESE GOALS TOGETHER WITH YOU  
AND ESTABLISHING THEM AS OUR STANDARD!**