

DIVERSITY MANIFESTO

HOUSE OF COMMUNICATION VIENNA

SEPTEMBER 2025



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The positive impact of diversity on an organization is undisputed. Activities in this direction are often part of long-term, sustainable corporate success and therefore D,E&I (Diversity, Equity & Inclusion) is seen as a strategic management approach.



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That is why we are addressing the following eight important core dimensions in order to live up to our claim.



Gender



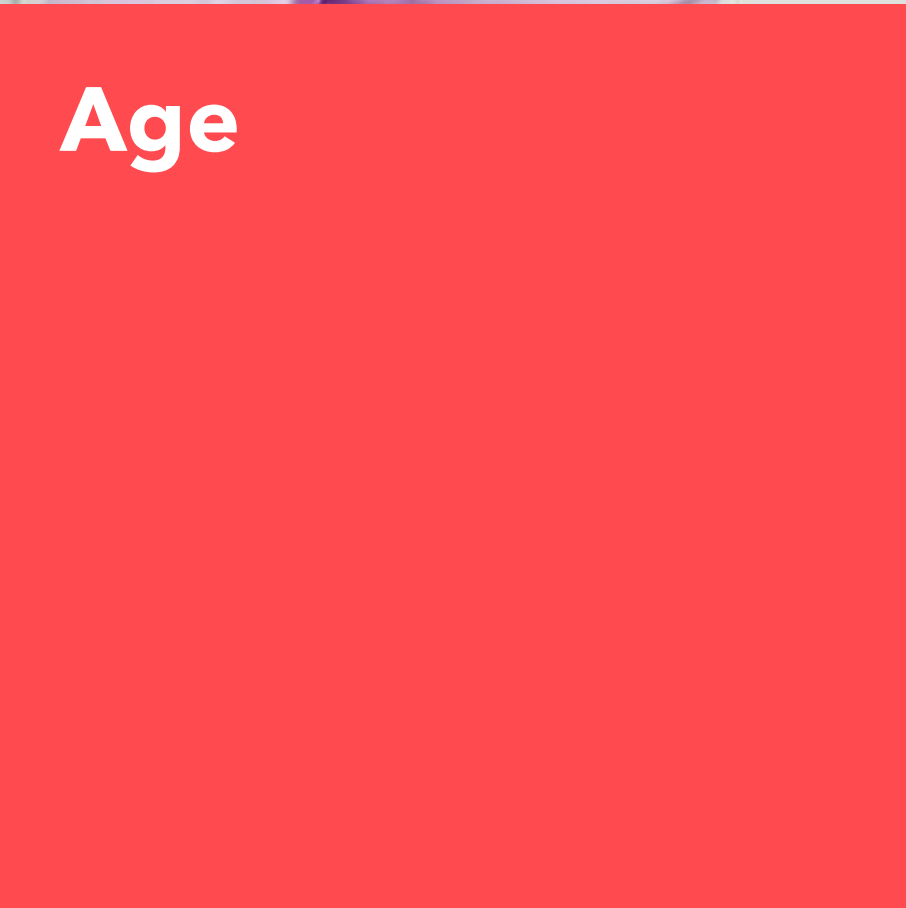
**Ethnic origin &
Color of skin**



**Sexual
orientation**



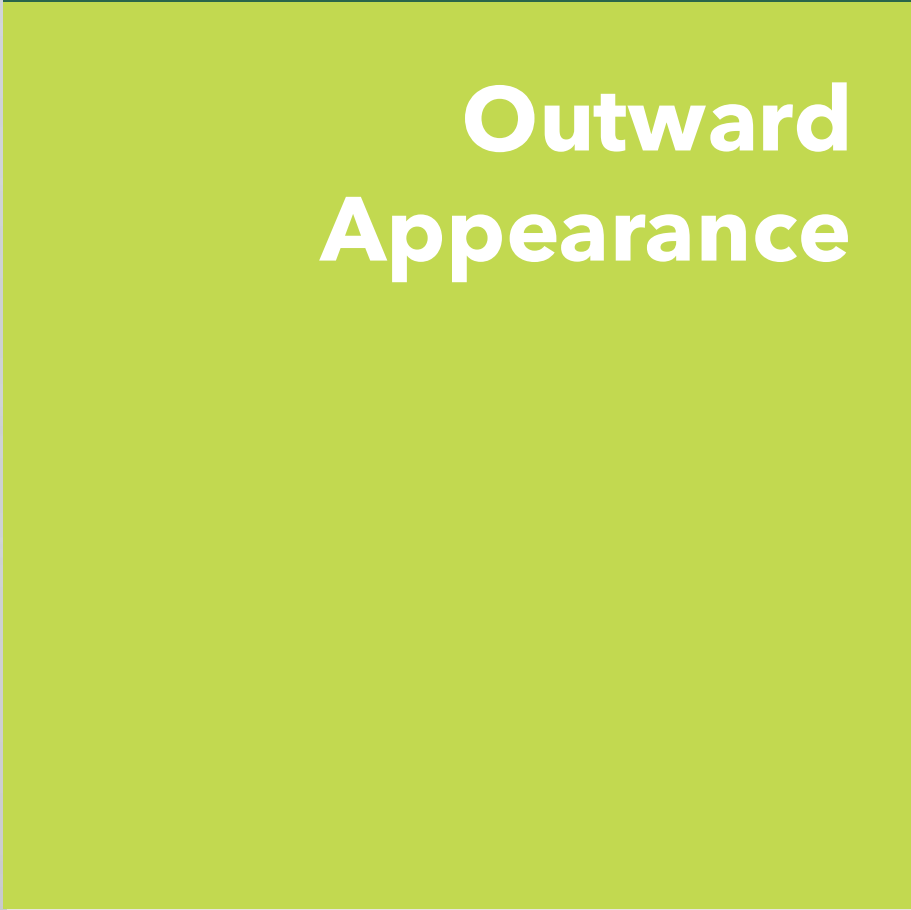
Age



**Mental health &
Neurodiversity**



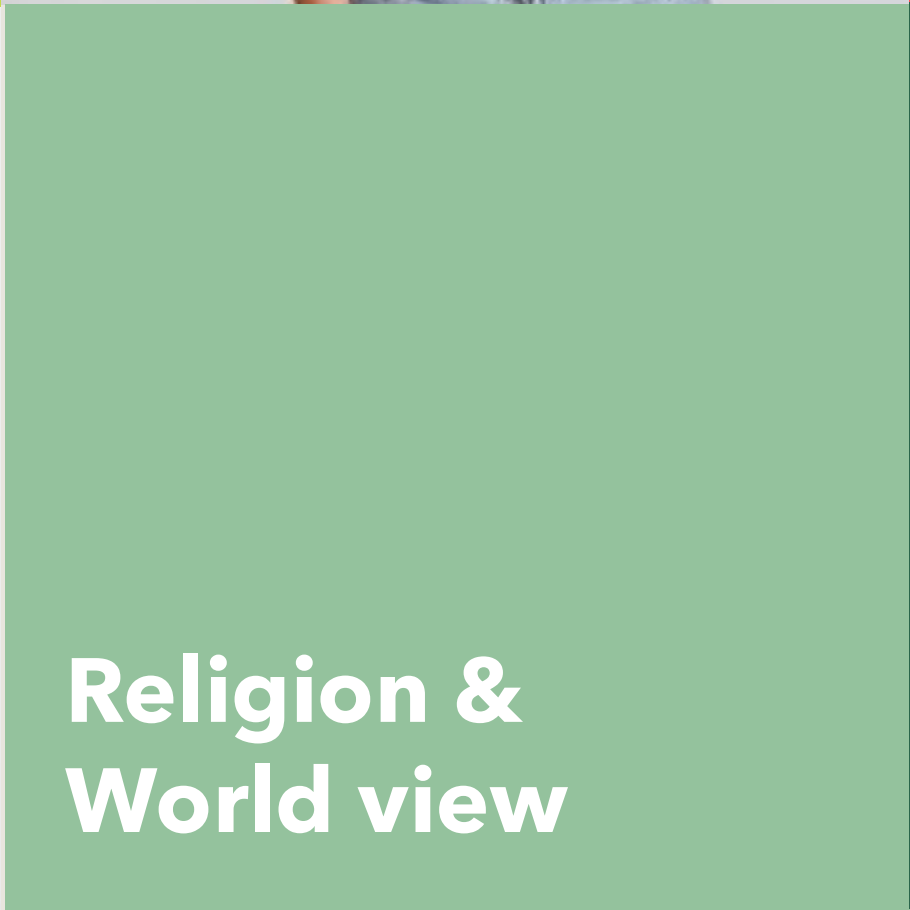
**Outward
Appearance**



**Physical
disability**



**Religion &
World view**





01

Age

We strive for an inclusive culture in which everyone feels welcome, respected and valued, regardless of age. We see the diverse experience that each individual brings to the table as an asset to our company and offer all colleagues the same opportunities and promotion prospects.



Age

- We are committed to the following measures, which are continuously observed, updated and expanded:**
- In order to process applications impartially, our HR department normally anonymizes application documents before passing them on internally. In this process, the photo, date of birth, name and email address are made unrecognizable.
 - We are aware that there are still certain prejudices against all age groups and try to eliminate these (e.g. prejudices against Gen Z or older applicants). To this end, we regularly offer low-threshold seminars/training courses.
 - We reduce fear of contact: In the application process, we only look at whether the person meets the requirements and whether we can afford it financially, not at age.
 - The “We Care” contact points are communicated on an ongoing basis.



02

Religion & World view

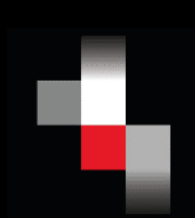
We are committed to ensuring that justice and equal opportunities form the basis of our actions, regardless of a person's religion or belief. We promote a culture of belonging, trust and respect and accept everyone's religious beliefs or spiritual worldview.



Religion & World view

We are committed to the following measures, which are continuously observed, updated and expanded:

- In order to process applications impartially, our HR department normally anonymizes application documents before passing them on internally. In this process, the photo, date of birth, name and email address are made unrecognizable.
- As soon as the wish arises, we provide a quiet room for prayers.
- Religious confession will not be requested at any time. If possible, the data will not be displayed or will be filled in with „without confession“ for everyone.
- The “We Care” contact points are communicated on an ongoing basis.
- Yearly mandatory Unconscious Bias-Training organized by the international group for all Serviceplan colleagues worldwide.



Religion & World view

Planned measures that we are working on:

- We grant and observe the different religious holidays for all colleagues. (Analogous to the Good Friday regulation for Protestants).



03

Sexual orientation

We are fully committed to the acceptance and integration of all sexual orientations.

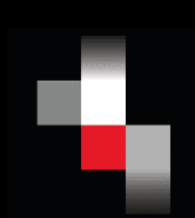


Sexual orientation

We are committed to the following measures, which are continuously observed, updated and expanded:

- In order to process applications impartially, our HR department normally anonymizes application documents before passing them on internally. As part of this process, your photo, date of birth, name and email address are made unrecognizable.
- We support projects and are constantly involved in events and important happenings by offering presentations and series of events (e.g. Pride).
- We take part in MARCH FOR DIVERSITY, a series of events organized by the international group for all colleagues worldwide.
- The “We Care” contact points are communicated on an ongoing basis.





04

Physical disability

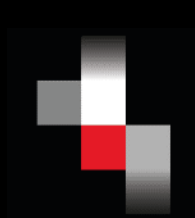
We are committed to recognizing the needs and rights of people with physical disabilities and to ensuring accessibility and equality in all areas of our work.



Physical disability

We are committed to the following measures, which are continuously observed, updated and expanded:

- In order to process applications impartially, our HR department normally anonymizes application documents before passing them on internally. In this process, the photo, date of birth, name and email address are made unrecognizable.
- We support external projects and associations— among others the ÖGS (Austrian Sign Language) in 2024, where we implemented an awareness campaign on social media.
- We are in contact with the „Betriebsservice“ of the Ministry of Social Affairs with regard to the recruitment of physically impaired people.
- In order to send an inviting signal to potential applicants and not deter them, we explicitly state in our job advertisements on the website that we welcome people with physical disabilities of all kinds and are prepared to plan and implement any necessary changes to the working environment together.
- Special offers from Plan.Net for customers to consult them in regard of web-accessibility.
- The “We Care” contact points are communicated on an ongoing basis.
- Yearly mandatory Unconscious Bias-Training organized by the international group for all Serviceplan colleagues worldwide.



Physical disability

Planned measures we are working on:

- Following a inspection of our premises with the „Betriebsservice“ in November 2023, the recommendations will be evaluated and specific measures derived from them. We actively inform ourselves about funding and are committed to providing taster internships for young people with special needs to give them an insight into the world of work.
- We actively inform ourselves regarding funding for accessibility-projects.
- We commit to give young people the opportunity of test-internships to get an insight into the daily working life.



05

Gender

We recognize that gender is an important dimension of diversity and are committed to promoting equality and inclusion for women, men, non-binary people and other genders. Each gender is promoted equally in the application process and on the individual career path.



Geschlechter

We are committed to the following measures, which are continuously observed, updated and expanded:

- In order to process applications impartially, our HR department normally anonymizes application documents before passing them on internally. In this process, the photo, date of birth, name and email address are made unrecognizable.
- Gender bias is eliminated through modern programming of HR tools, e.g. self-entry by colleagues.
- We are constantly involved in events and important happenings by offering lectures and event series. (e.g. International Women's Day, workshops for sexism in our daily business life – including situations with clients or events).
- Job & Family: We accept and respect the calendar entry regarding the availability of part-time employees.
- Recruiting decisions are made on the basis of qualifications and team fit. We hire the person who best suits us as a person, regardless of which gender identity this person feels they belong to.



Geschlechter

- We make colleagues aware that they can indicate their pronouns in their email signature. We also provide information on why this is an important issue for us as an agency and for society as a whole.
- We visit events of „ans:wer“ – a network for sexism-free advertising.
- The “We Care” contact points are communicated on an ongoing basis.
- Yearly mandatory Unconscious Bias-Training organized by the international group for all Serviceplan colleagues worldwide.



Geschlechter

Planned measures that we are working on:

- We keep up to date with the Serviceplan Group standards regarding quota regulations and follow them – with the aim of ensuring equal opportunities for all.
- Currently we work on a guide as an answer to sexism and discrimination at the workplace/in the surrounding of clients and events.
- We inform ourselves about alternative working models in order to support parents and guardians in balancing their jobs and to give everyone equal career opportunities (e.g. job sharing models).



06

Ethnic origin & Skin color

We promote a culture of recognition, appreciation and diversity of ethnic origin and skin color and are committed to equality and inclusion. For us, it goes without saying that all applicants and colleagues are treated equally and given the same opportunities.



Ethnic origin & Skin color

We are committed to the following measures, which are continuously observed, updated and expanded:

- In order to process applications impartially, our HR department normally anonymizes application documents before passing them on internally. In this process, the photo, date of birth, name and email address are made unrecognizable.
- The “We Care” contact points are communicated on an ongoing basis.
- Yearly mandatory Unconscious Bias-Training organized by the international group for all Serviceplan colleagues worldwide.



Ethnic origin & Skin color

Planned measures that we are working on:

- Support for BIPoC-led projects, companies and products.
- Active discussion with our clients in case we have an issue with discrimination.



07

Outward appearance

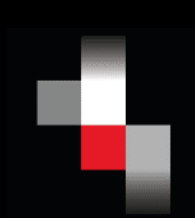
We are committed to a culture that recognizes and respects the uniqueness and beauty of the external appearance of all colleagues.



Outward appearance

We are committed to the following measures, which are continuously observed, updated and expanded:

- In order to process applications impartially, our HR department normally anonymizes application documents before passing them on internally. In this process, the photo, date of birth, name and email address are made unrecognizable.
- We treat each other with respect and refrain from judging external appearance (e.g. body shape, skin, piercings).
- We ask our colleagues to dress appropriately for the occasion. If you are unsure about your choice of clothing, you can consult with the team (e.g. for customer appointments).
- Current discussion of body-discriminating advertising as an awareness-measure.
- The “We Care” contact points are communicated on an ongoing basis.
- Yearly mandatory Unconscious Bias-Training organized by the international group for all Serviceplan colleagues worldwide.



08

Mental Health & Neurodiversity

We respect the importance of promoting mental health and recognizing the diversity of neurodiversity. We see neurodiversity as an asset that allows us to gain unique perspectives, creative ideas and solutions to problems.



Mental Health & Neurodiversity

We are committed to the following measures, which are continuously observed, updated and expanded:

- HR employees are trained as psychological first aiders (MHFA)
- We actively provide information on mental health events at Campus Tool on topics such as resilience, autogenic training, fascia training / stress reduction.
- Cooperation with psychotherapeutic practice communities, where you can access services as an individual and we offer financial support for this.
- Focus topic 2025: Neurodiversity – in periodical meetings we provide information for this topic and we seek the exchange with affected persons. The “We Care” contact points are communicated on an ongoing basis.



Mental Health & Neurodiversity

Planned measures we are working on:

- On October 9th 2025 a workshop takes place with Beccs Runge, themselves an autistic transgender person who will provide our colleagues and leaders with basic information and tools to use on a daily basis to make the workplace better for affected persons.
- HR International offers a low-threshold in-house prevention program for all German-speaking countries. The program is aimed at affected individuals and all those who want to take preventative action.
- HR International offers sensitivity training for managers on the subject of mental health.



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Our diversity manifesto
is based on these
8 core dimensions.

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Diversity manifesto

All human beings are born free and equal in dignity and rights," reads the Universal Declaration of Human Rights. This legacy is a matter of course for us. That is why it is important to us to honor and promote diversity in our lives and work.

We believe that every person is unique and has the right to be recognized, respected and valued in their uniqueness. We believe that the world becomes richer and stronger when we focus on celebrating differences and promoting diverse perspectives.

Therefore, we are committed to promoting Diversity, Equity & Inclusion (D,E&I) in all areas of our work. We are committed to the following eight principles:

- 1. We strive for an inclusive culture where everyone feels welcome, respected and valued, regardless of age.
- 2. We are committed to ensuring that justice and equal opportunities form the basis of our actions, regardless of a person's religion or world view.
- 3. We are committed to ensuring that justice and equal opportunities form the basis of our actions, regardless of a person's religion or world view.
- 4. We are fully committed to the acceptance and integration of all sexual orientations.

5. We promote a culture of recognition, appreciation and diversity of ethnic origin and skin color and are committed to equality and inclusion.

6. Wir verpflichten uns dazu, die Bedürfnisse und Rechte von Menschen mit körperlichen Beeinträchtigungen anzuerkennen und in allen Bereichen unserer Arbeit für Barrierefreiheit und Gleichstellung zu sorgen.

7. We are committed to recognizing the needs and rights of people with physical disabilities and to ensuring accessibility and equality in all areas of our work.

8. We are committed to a culture that recognizes and respects the uniqueness and beauty of the external appearance of all colleagues.

As an organization and as individuals, we are aware that we still have a lot to learn and grow. We are committed to challenging our own biases and privileges and continuously educating ourselves to create a more inclusive and equitable world. We invite everyone to join us and live a more open future together.

To facilitate processes, our HR department acts as a central point of contact for confidential discussions and in the event of complaints.





WE CARE FOR YOU

Your wellbeing is important to us.
Mental health, discrimination or issues regarding leadership in your team
– we are here to support you:

ANONYMOUS

NATIONAL

COSA

Twice a year
March & October

D, E & I Survey
Once a year / regarding D, E&I-Themen
July / August

NATIONAL

Direct Line & Diversity Line
Anonymous international
Contact touchpoints in our weNET

ANONYMOUS

PERSONALLY

HR FOR YOU

Consultation hours with HR
Every Tuesday from 10:00 to 11:30 a.m.

D, E & I Ambassador
Andrea Kahr for D,E & I topics

D, E & I RealtHOC
Regular meeting of D, E&interested
colleagues including the formation of
smaller taskforces to tackle specific issues

Teamleads & Managing Directors

International D, E & I
Contact person
(Sabine Nagorny-Stengle)

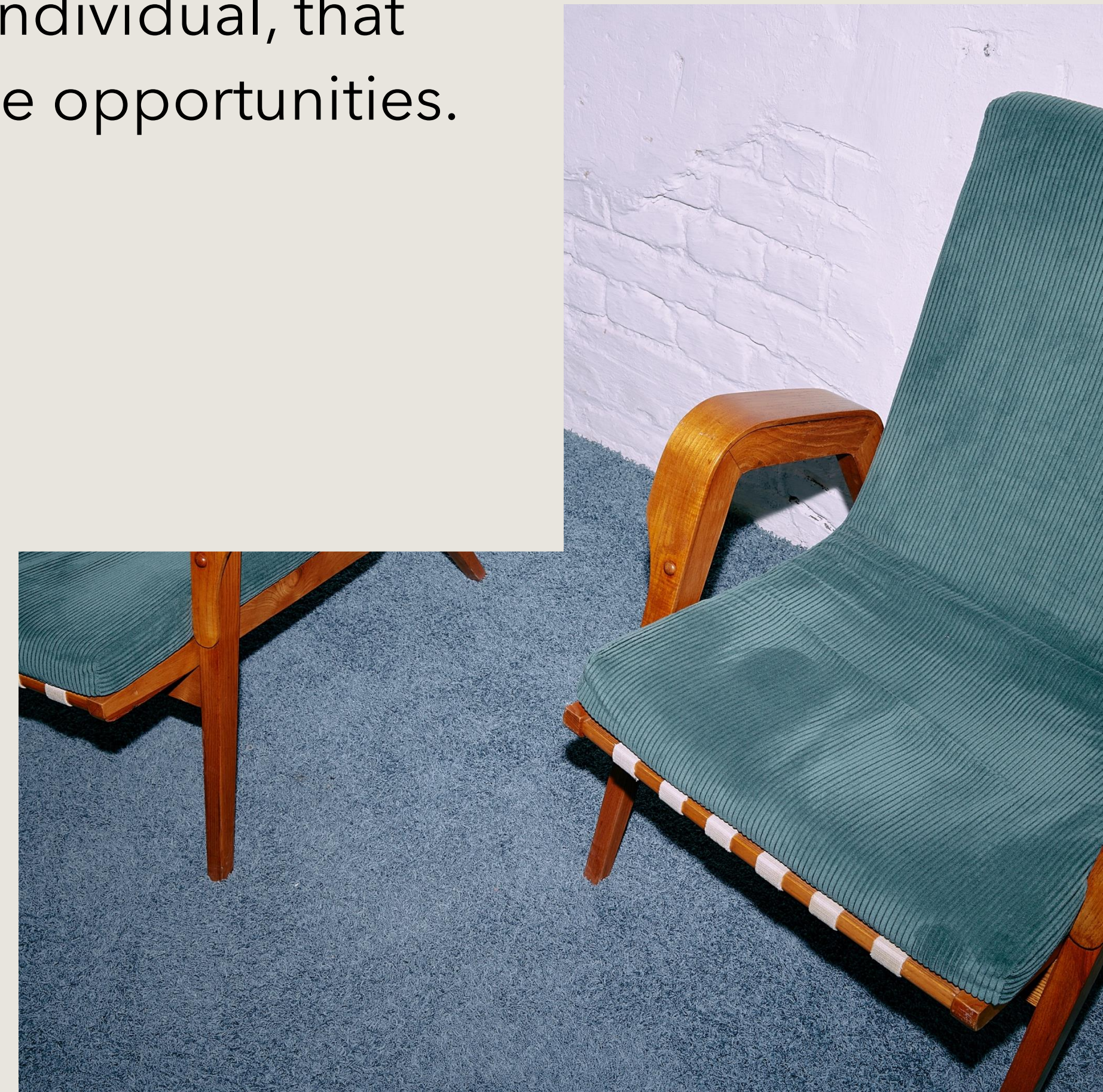
PERSONALLY



Success with D,E&I

- For us as HoC, success at D,E&I means that every person in the company feels accepted as an equal individual, that everyone is treated equally and has the same opportunities.

This goal can be supported by many measures, but can rarely be measured in concrete figures. These parameters are measured on an ongoing basis through regular in-house surveys.





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