

Gender Responsive Procurement in Swarovski

UN Women Online Training session - Stefanie Cohen - 15 February 2024

SWAROVSKI

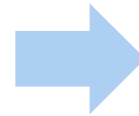
At Swarovski Sustainability and EDI are in our DNA

One of the pillars in our Sustainability Strategy is 'Equity, Diversity and Inclusion'

Sustainability strategy



"We want to be recognized as a Brand built on a foundation of equity and inclusion. We aim to champion diversity and celebrate people's individuality"



We have always been a Brand celebrating individuality in all its facets, both internally and externally... creativity is the lifeblood of our business, and more diversity means broader creative bandwidth

Alexis Nasard, CEO, Swarovski Crystal Business

Equity, Diversity and Inclusion Strategy

Our EDI Strategy extends across entire value chain: employee, suppliers, customers



Proud to support

WOMEN'S EMPOWERMENT PRINCIPLES

Since 2014

10 years!

77%

of our global workforce are women, and

36%

of our leadership roles are filled by women.

New commitment made in 2023

Commitments

1. We'll build a diverse leadership population that includes underrepresented groups. As a first step, we commit to a 40:40:20 distribution, where min. 40% of our leaders are women, min. 40% are men, and the remaining 20% can belong to any gender.*
2. We commit to bias-free recruitment by exploring innovative practices, including inclusive training for our recruiter community.
3. We'll further educate and raise awareness about equity, diversity and inclusion among our workforce.
4. We commit to creating a workplace where working parents can thrive, and we look forward to continuing to innovate and improve in this area.
5. We'll educate our marketing and design employees on inclusive design principles to eliminate bias from our processes and ensure our Brand and products are accessible and welcoming to everyone.**
6. We commit to diverse representation in our marketing messaging and imagery, including gender, civil status, ethnicity, age, religion, sexual orientation, size and ability.
7. We commit to work with diverse suppliers to create economic opportunity and enhance business opportunities for underrepresented groups. As a first step, we will focus on integrating the impact of gender diversity into our supplier selection.**

Progress summary

- Created a bespoke learning journey for early-career women in IT and Operations. As part of our determination to promote and upskill female leaders, this 12-month learning path includes topics on self-promotion, executive presence, negotiations and resilience.
- Ensured 100% of our recruiters attended unconscious bias workshops. Through three workshops, we equipped recruiters with awareness and skills to integrate equity, diversity and inclusion best practice into their work.
- Designed e-learning resources covering unconscious bias, micro-inequalities, allyship and disability inclusion that are available to our people.
- Built on our ongoing celebration of diversity through a Pride Month social media campaign in partnership with fashion designers and friends of the Swarovski Brand, Palomo Spain and Ludovic de Saint Semin.
- Announced our partnership with The Trevor Project and highlighted equity, diversity and inclusion during celebratory events, such as International Women's Day, Black History Month and International Day of People with Disabilities.
- All our work in 2022 was bolstered by our fantastic Employee Resource Groups - voluntary, employee-led networks that bring together colleagues to build communities, raise awareness, and take collective action in support of globally important causes.

Moving towards GRP

As a WEPs signatory, we promote gender equality and women's empowerment among suppliers

Step 1: In 2023, we joined **Watch & Jewellery Initiative 2030 Gender-responsive Procurement (GRP) pilot:**

- Pilot targeted 10 members that are WEPs signatories
- Objective: assess GRP level among participant companies and understand their areas of improvement
- Recommendation: use GRP assessment tool with 2-3 suppliers

WATCH & JEWELLERY
INITIATIVE 2030

Step 2: Swarovski's GRP initiative:

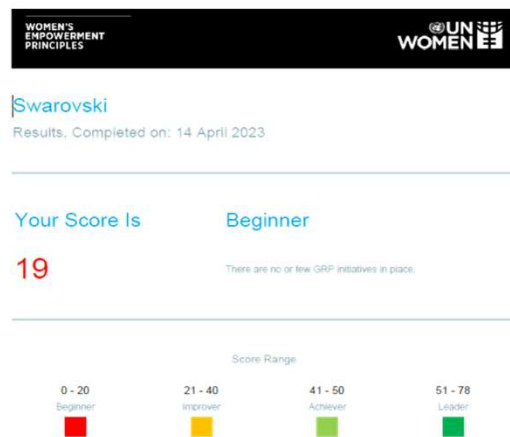
- docked into our EDI Strategy
- aims to advance gender equality among suppliers (gender = first step)
- co-led by Sustainability and Procurement
- evidence-based, with measurable goals



Swarovski GRP initiative – Our steps

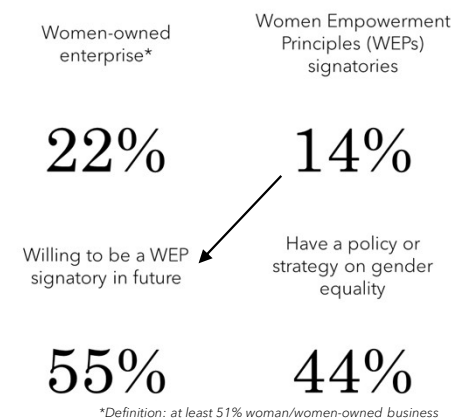
GRP Initiative was launched in 2023 to investigate the topic of supplier diversity

1. Self-assessment using WEPs GRP Tool



- Clear result: while we are not a beginner in women empowerment, **we are a beginner in GRP** 😊

2. Supplier Baseline study



- We surveyed **top suppliers by category**
- This informed evidence-based **KPIs setting** through identification of baseline
- Also: first thoughts **how to support**

FEB-APR 2023



AUG-OCT 2023

Swarovski GRP initiative – Our steps

GRP Initiative is prioritized in 2024 to make progress in diversity of suppliers

Work in Progress

3. Identification of KPI(s) and metrics

xx% of relevant suppliers are WEPs signatories by 20xx vs xx% in 20xx

xx% of relevant suppliers plan to become WEPs signatories by 20xx vs xx% in 20xx

xx% of relevant suppliers have a Code of Conduct that explicitly states support to diversity (gender equality) by 20xx vs xx% in 20xx

of relevant suppliers Swarovski supported with diversity/ gender-related capacity-building by 20xx vs xx in 20xx*

4. Implementation

- Adaptation of our **supplier Code of Conduct** (more specific mention of gender equality strategy & policies) - has to be signed by each supplier
- Offer **capacity-building**, e.g. WEPs courses 'Overview of WEPs' and 'Creating a Gender Action Plan - Activating Your Gender Equality Commitment'
- Building this topic into our **supplier onboarding** and **favoring selection** of gender responsive companies in selection process
- Explore integration of gender in our **supplier scorecard**

Lessons Learnt so far

We are in the beginning of the journey with modest progress but determined to continue

- ❖ **Data-driven:** Insights help to set the right goals, where to start, what to improve.
- ❖ **Authentic:** Make it fit with your own company and what you credibly stand for (e.g. own WEPs score)
- ❖ **Together:** Ensure to drive joint progress with Procurement - cannot do it alone - and root it in the overall company strategy
- ❖ **Help vs. push:** Show suppliers "what's in for them" (e.g. capacity building vs. pressure only)



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