



Gender Equality Communication Plan

Introduction

In line with its strategic plan, Webgenesys has adopted a communication plan focusing on its commitment to gender equality.

The specific initiatives undertaken are designed in a manner consistent with the principles and objectives set out in both the Corporate Policy on Gender Equality and the Company's Code of Ethics. Moreover, they are part of the oath already undertaken with the attainment of the SA8000 (social responsibility) certification.

Principles and Objectives

Drawing on the principles of responsibility and equality, Webgenesys undertakes, in both its internal and external communications, to avoid the use of any gender stereotypes and to employ language — including visual elements — that is respectful of gender differences. To this end, we periodically review our marketing materials and communication strategy, ensuring in every case that we promote a positive portrayal of women.

Based on this vision, the **primary communication objectives** of Webgenesys in relation to gender equality are:

- *to highlight the role and contribution of female employees within the workplace on a fully equal basis;*
- *to attract and increasingly employ women who wish to enter the predominantly male ICT sector;*
- *to contribute to a cultural shift among the Company's stakeholders by raising awareness of the prejudices and stereotypes that can influence our behaviour;*
- *to strengthen and positively renew the corporate image.*

Communication Activities

As a young and innovative enterprise, Webgenesys aims to devote ever-greater attention to gender equality, giving a voice to female empowerment through its available channels and tools in order to provide a tangible social and cultural contribution on this issue.

Specifically, our communication activities include the following points.

- *Dissemination and promotion of active policies for gender equality, diversity, and inclusion through informative newsletters, posts on social channels, and news articles and features on the corporate website.*
- *Internal communication and staff awareness initiatives aiming to convey the Company's positioning and foster an inclusive and respectful working environment, related to in-house gender equality training courses led by the Guidance Committee.*
- *Support and sponsorship of events and sporting activities designed to promote gender equality and inclusion.*
- *Webgenesys's commitment to ensuring fair gender representation when participating in events as a sponsor or speaker.*
- *Advertising campaigns that reflect a culture free from prejudice, founded on gender equality and the empowerment of women.*
- *Job advertisements that use inclusive language and explicitly address both genders.*

Believing that companies play a vital role in promoting the principle of gender equality, and that the achievement of women's empowerment yields a competitive advantage:

- *Webgenesys has joined and committed financial support to the WEPs (Women's Empowerment Principles), a set of guidelines provided to businesses to guide them in promoting gender equality at work and in society. Inspired by international standards on labour and human rights, the WEPs were established by UN Women and the UN Global Compact.*
- *Webgenesys intends to join Valore D, the first association of companies that promotes gender balance and an inclusive culture for the benefit of company and national development; the association supports companies through services and activities (such as training sessions and webinars) designed to encourage the participation of employees and collaborators, regardless of their role or status.*
- *Aware of the importance and value of the presence of women in the work environment, our Company actively strives to increase the number of women in its workforce, by connecting with talented, passionate, and qualified young women in the fields of science, technology, engineering, and mathematics (STEM); to that end, Webgenesys takes part in targeted Career Days that specifically value and promote female talent in STEM fields.*

These initiatives are shared and publicised through various **communication tools**, namely:

- *Targeted DEM campaigns sent to Webgenesys stakeholders (customers, partners, suppliers)*
- *Internal newsletters to raise awareness among management and improve the perception of Company initiatives on the subject at all levels*
- *Articles and in-depth content on the Company website*
- *Social media posts on Webgenesys's official channels (LinkedIn, Facebook, X)*
- *Traditional and offline advertising campaigns*
- *Training courses for employees and collaborators*
- *Events organised by Webgenesys or events at which the Company participates as a speaker or sponsor*

TOPIC	TYPE OF COMMUNICATION	TOOLS	AUDIT INTERVAL
Obtaining UNI PDR 125:2022 certification	Internal/external	Website and social media (external) Newsletter (internal and external)	Annual
UNI PDR 125:2022 practice	Internal	Internal remote or face-to-face training by the HR and Training area	Annual
Code of ethics	Internal/external	Website (external) Intranet and Mail (internal)	Annual
Whistleblowing	Internal/external	Website (external) Intranet, mail and training (internal)	Annual
Welfare: Randstad Welfare - Services to support the family	Internal	Intranet and Mail	Annual
Insights into gender equality and violence	Internal	Newsletter and internal training	Annual
Company initiatives on gender equality	External	Social media, advertising and/or events	Annual