



Diversity and Inclusion Policy

 **woölf**

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I. INTRODUCTION

I.1 Objective

This Diversity and Inclusion Policy aims to celebrate diversity and ensure it is present in all processes of Woof, as one of the pillars forming its organizational DNA, and that guides the conduct of its activities and employees and partners.

Woof understands that fostering diversity and inclusion is essential in building an organization that reflects a pluralistic society. Celebrating diversity and inclusion allows an organization to fulfill its mission, based on solid values, and thus contribute to the formation of a fairer and more supportive world.

Fostering diversity and inclusion is essential for Woof as an organization to be dynamic and remain contemporary and relevant. It is expected that all employees and partners of Woof are aligned with this commitment and celebrate and ensure diversity in all spheres of their activities.

This Diversity and Inclusion Policy aligns with the mission, institutional values, and vision, which define Woof's identity. Together, these elements reinforce its position and commitment to excellence in personal and animal welfare. The objective of this Policy is to be a living document present in the daily life of Woof and permeate all its activities.

I.2 Addresses

This Diversity and Inclusion Policy must be observed by all directors, managers, employees, trainees, interns, partners, contractors, subcontractors, and suppliers. All these recipients must use the provisions set out in this Policy as a reference to be observed in their relationship with Woof and in conducting any activities related to Woof.

I.3 Mission

To help promote the well-being and quality of life of all animals.

I.4 Vision

To be recognized, always through a high ethical standard and excellence in all processes, as a reference:

- in animal welfare,
- in convenience in the purchase of products
- in hiring services with quality and safety for pets,
- in generating quality information and content about pets,
- in creating solutions focused on the quality of customer experience,
- in the competitiveness of pet shops, suppliers, and distributors, and
- in generating intelligence through technological innovation with a view to contributing to the improvement of the industry.

I.4 References

I. Code of Ethics and Conduct

II. INSTITUTIONAL COMMITMENTS AND GUIDELINES

The institutional commitments are:

1. To celebrate, value, and respect the uniqueness of all employees and stakeholders, promote an inclusive work environment and combat discrimination and prejudice in all its forms.

2. To value inspiring leadership focused on leading by example and serving employees and those responsible for the well-being and respect of subordinates, with an appreciation for individuals, and responsible for decisions that are free from prejudices and based on objective factors oriented by institutional values that reflect the culture of the organization.

3. To promote inclusive environments, foster active listening moments, form and develop diverse and plural teams.
4. To ensure inclusive practices, promote policies, internal norms and processes to attract, hire, develop, recognize, and retain the best and most diverse talents.
5. To recognize and value the individualities of all employees and ensure an inclusive work environment that does not tolerate prejudice and discrimination.

All recipients of this Diversity and Inclusion Policy are responsible for:

1. Promoting a professional environment of respect for everyone with observance, recognition, and appreciation of each person's individuality, with justice and equal opportunities for personal and professional development.
2. Building a cooperative, psychologically safe, and trusting environment in which people feel comfortable being themselves and can positively contribute to the organization by sharing their ideas in a respectful, open, and transparent manner.
3. Establishing bias-free processes with fair and equal treatment without discrimination on the basis of race, ethnicity, gender, gender identity, sexual orientation, age, social class, disability, religiosity, nationality, and political beliefs, including in recruitment, hiring, dismissal, promotion, reward, and benefits, training or retirement, which must be based fundamentally on individual merit and contribution to the organization, peers, clients, and their internal and external audiences.
4. Respecting the dignity and human rights of all people in the workplace.
5. Taking a stand when witnessing exclusionary conduct and/or discriminatory attitudes and inspiring people by example.

6. Encouraging dialogue and debate to raise awareness among employees, third parties, suppliers, customers, and communities about respect for diversity and combat discrimination through internal and external campaigns, training, and educational actions.

III. CULTURE: INSTITUTIONAL VALUES EXPECTED FROM ALL RECIPIENTS OF THIS CODE

- Be driven by ethics directed at continual improvement.
- Celebrate diversity. Learn from your peers and share your best with everyone.
- Be real. Engage with your peers and our users in a meaningful way.
- Don't assume. Don't assume. Deeply understand a matter before reaching conclusions
- Help and connect with our users and their pets. They are the reason we exist.
- Be Woof 24/7. You are a Woof ambassador.
- Be passionate about what you do. There is not much left without a meaningful drive.
- Have the right motivation. You should not be here for any reason other than helping our users.
- Lead by example and by helping others. Not by orders.
- Be clear and concise. Time is the most valuable resource.
- Empathize. Ensuring your team's welfare is key.
- Have and demonstrate respect for each person in the organization.
- Take full ownership of what you do. You are Woof.
- Be proud. You are the key to the creation of the best pet platform in the globe.
- Be deeply committed to learning and teaching.
- Be fair, no more nor less.
- Be kind and foster a healthy environment. Promote internal communication.
- Promote non-violent communication.

- Be responsible with your peers and our community.
- Disagree. And allow others to disagree. The best idea should always thrive.
- Be flexible, but be assertive.
- Be willing to run the extra mile for Woof and our community.
- Take care of yourself and your well-being, especially under pressure.
- Have and prize loyalty.
- Use positive language and have a positive attitude.
- Celebrate victories and setbacks. Learn from your mistakes.
- Go green. Reuse, reduce and recycle.
- Innovate. Continuously.
- Deeply care about problems. And be ready to create solutions.
- Be proactive. Don't be afraid to seek alternative paths.
- Smile and have fun!

IV. MANAGEMENT

All recipients of this Policy have the duty to comply with the provisions listed herein. In particular, it is up to the Woof's leadership to ensure that the institutional values translated in the organization's culture, as well as the commitments of this Policy, are observed on a day-to-day basis.

IV.I. Diversity and Inclusion Committee

Woof has a diversity and inclusion committee established by the presidency and composed of the presidency, a representative of employees, and the organization's people leader, who is responsible for receiving and addressing any suggestion or doubt regarding this Policy, as well as keeping this Policy updated and alive in Woof's daily life.

IV.II. Questions or Suggestions

Any questions or suggestions should be communicated to the people leader, who shall instruct the question or suggestion, protecting the anonymity and confidentiality of the information in protection of the requester.

V. VALIDITY, APPLICATION, AND COMMITMENT OF ADDRESSEES

Any violations of this Policy are considered violations of the Code of Ethics and Conduct, and under no circumstances will be accepted, subject to penalties and appropriate measures.

This Diversity and Inclusion Policy is in effect and has an indefinite term of validity. It applies to all recipients, who, by virtue of their relationship with Woof, declare that they are aware of its contents, which are available on the organization's portal, and commit to observing it in its entirety, as well as helping to disseminate it to the internal and external audiences of the organization.

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