



We all bring something different to Rogers, and that's what makes us stronger.



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Since activating a focused Inclusion & Diversity (I&D) strategy in 2015, we have laid the groundwork to build a culture of inclusion, and while we have made steady progress, our most critical work lies ahead. As we continue to grow, we are evolving our I&D strategy to help accelerate our progress and drive deeper impact.

Our strategy today...

What's different...

Builds awareness among our team on the importance of an inclusive culture



Drives specific actions grounded in accountability - especially with our People Leaders

Centres around our People



Focuses not only on our People but our Customers & Communities too

Reinforces the importance of allyship in everyday interactions



Builds a culture of allyship & inclusion embraced by 25,000 team members

Offers general growth and development opportunities



Significantly improves development, promotion & mobility in equity-seeking groups

Is led by HR with support from I&D council and Employee Resource Groups



Driven by the business and regions, with strong support from HR, Inclusion & Diversity council and Employee Resource Groups

Our journey forward to make Rogers the best place to work in Canada

A critical part of delivering on our exciting People & Culture Plan is our I&D strategy. Our path forward to build an inclusive culture is shaped by our team members' feedback and grounded in concrete actions and goals to guide and measure our progress, which we are determined to make together.

Here are our four I&D pathways to action:

1

Embed inclusion into our employee experience

2

Broaden the talent pipeline and increase leadership diversity

3

Partner with communities to foster inclusion and address inequalities

4

Create a customer experience that is reflective of, and supports, the diverse needs of all Canadians



1

Embed Inclusion into our Employee Experience

Our year 1 & 2 commitments

Drive inclusion and promote a culture of allyship to create the best employee experience. Here's how:

- People leader workshops on inclusive workplace practices and building allyship
- Sessions on psychological safety to foster and build trust
- Monthly culture building events to celebrate diversity
- Monthly Safe Talk & Listening sessions for our equity seeking groups and allies
- Mandatory completion of annual unconscious bias and anti-racism training



“Allyship at all levels is foundational to driving meaningful change. Allyship is about what you will personally do to support racialized and marginalized people.”

~ Stephen Haynes
VP, Ontario Field Sales & 2020 Mosaic Diversity Group Chair

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Broaden the talent pipeline and increase leadership diversity

Our year 1 & 2 commitments

Reset our recruitment practices to build our talent pipeline, drive internal mobility and career development. Here's how:

- My Path program expanded across Rogers with a focus on equity seeking employees
- New mentorship program for equity seeking employees
- Increase diverse representation for key development programs
- Mandatory “Inclusive Recruitment” training for all recruiters and hiring managers
- 50/50 diverse candidate shortlists for all open roles including new grad

- Mandatory job postings on diverse job boards
- Foster on-campus relationships to grow diverse talent pipeline

Hold leaders accountable to deliver on five year representation goals. Here's how:

- Embed representation goals across business units
- Include leadership scorecards for Director+ in annual performance review cycle
- Measure progress against representation goals included in annual CEO-driven talent reviews
- Dedicate roles to diverse hires within each line of business



“In inclusive workplace cultures, all aspects of work life, including growth and development opportunities, are

designed with an eye toward equity, justice, and ensuring everyone can see themselves reflected at all levels of the organization.”

~ Dr. Sonia Kang, Associate Professor at University of Toronto, and Canada Research Chair in Identity, Diversity, and Inclusion

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Partner with communities to foster inclusion and address inequalities

Our year 1-3 commitments

Consciously weave inclusion and diversity into our Corporate Social Responsibility strategy and commitment, including the following:

- Ensure Ted Rogers Scholarship recipients represent underserved and marginalized communities
- Ensure community grant recipients are from equity-seeking groups across youth programming
- Proactive profile of Ted Rogers Scholarship and community grant recipients nationally and regionally to broaden representation of community leadership across Canada

Give back to charities and businesses supporting equity-seeking communities. Here's how:

- \$10M over the next 5 years in pro bono advertising and creative services to charities and small businesses supporting equity-seeking communities
- Identify employee volunteer opportunities at charities and organizations supporting diverse communities
- Promote days and months of significance to drive awareness and support equity seeking groups and charities

Strengthen and expand our partnerships with organizations from diverse communities. Here's how:

- Continue diversity supplier program to support minority owned businesses
- Profile community and business partners to increase their visibility and support
- Establish group of external community experts to help inform community investment strategy



“Everyone should feel a sense of belonging to the community in which they live, and representation is one sure way of achieving that. Rogers has shown by example their contributions to Inclusion and Diversity, and their reach and reputation can be a signal to all citizens that they belong.”

~ Jean Augustine
P.C., C.M., O.Ont, C.B.E.

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Create a customer experience that is reflective of, and supports, the diverse needs of all Canadians

Our year 1-3 commitments

Improve the experience for our customers. Here's how:

- Offer support and tools to best meet our customers' diverse needs
- Conduct consistent accessibility audits and customer feedback to improve build plans and services
- Develop R4B program to help minority-owned small businesses achieve their goals
- Support efforts to ensure our dealers, partners and suppliers embody our belief in inclusion and diversity into their practices

Utilize our media assets to promote inclusion and inspire change. Here's how:

- Share stories, reflect our audience and inspire changes through our Rogers Sports and Media platforms and assets, including CityTV, OMNI, and Sportsnet
- Deliver content and ensure representation through our Media assets that reflects the diversity of our viewers/audiences
- Deliver on year 1 of RSM "All IN" I&D plan

Leverage our brands to promote diversity and drive inclusion. Here's how:

- Drive positive societal change through Fido brand with a focus on LGBTQ2S+ and Black, Indigenous and People of Colour (BIPOC) Communities
- Amplify chatr and Fido to further connect with equity seeking communities and newcomers to Canada
- Brand our products and services with an I&D lens



“Applying an inclusion lens to the customer experience drives innovation, improves quality and expands our market reach as we consider the needs of all Canadians in the design of our products and services.”

~ Jeevan Bains, Manager, Accessibility

We all bring
something different.
Together, we make
more possible.

Please visit [AboutRogers.com](https://www.aboutrogers.com) for more on
our journey to build a more inclusive future
for all Canadians.



“We all play a role to advance a culture of
belonging at Rogers. With the strength of our
whole amazing team behind our I&D strategy, I
know we can reach new heights as an organization.”

~ Nyla Ahmad
SVP, Today's Shopping Choice & 2020 I&D Chair