UNIVERSAL STANDARD

Two Year Action Plan & Commitments

As we continue to recommit to the work of creating a more equitable and inclusive future for our company and the industry we inhabit, it's essential that we sustain and build upon the momentum from the past year.

We want to acknowledge that our collective work is far from done; making meaningful shifts and taking accountability is a continuous practice not a single action. As an organization, we feel that it is our responsibility to always listen, learn, and approach our anti-racism work with dedication and humility. We're always striving to do better, to be better.

Our Two Year Action Plan builds upon our existing foundation and outlines the near and long-term ways we plan to live up to our commitments. We are dedicated to fighting systemic racism and inequity of any kind, and it is our hope that we can all come together to support racial justice, and inclusivity in a way that creates lasting change.

OUR COMMITMENT:

We're revisiting how we work across all levels of the company, so that our brand values are better reflected in our culture. Engaging in anti-racism work, addressing unconscious bias, creating safe spaces for every single employee, and allyship coaching is a top priority for us.

2 YEAR ACTION	We'll continue to conduct mandatory DEI training for our team on an annual basis, and all new hires will also complete training regarding managing unconscious bias as part of their onboarding.
	All Director-level employees and above will participate in additional training that focuses on inclusive leadership.
	All managers will be assessed on inclusivity during our Year-End Performance Management process.
	We'll conduct an internal speaker series with Black and POC leaders who are mobilizing change to amplify their voices and foster further discussion within the organization.

OUR COMMITMENT:

We commit to changing our recruitment and hiring process.

2 YEAR ACTION	In partnership with our People team, we'll identify a member of our Executive Team to be a secondary point person for furthering DEI initiatives and serving as a liaison for the wider team.
	We'll continue to recruit from communities, organizations, and schools where Black and POC people are a focus, by leveraging existing partnerships and exploring new opportunities to further support underrepresented communities.
	We commit to filling 25% or more of all open positions with Black employees across all levels of our organization.
	We'll hold ourselves accountable to maintaining over 30% of full-time employees represented as Black and POC.

Our interview processes will incorporate our company values into our screening process. Additionally, all interview candidates will be screened on how they've exemplified inclusivity in their past, and how they'll plan to extend it into their future work with US.

We'll roll out a process for establishing clear career-pathing and development opportunities for employees at all levels, so there are equitable opportunities for long-term career advancement. This action will feed our commitment of representation at all levels of the organization.

All the above actions are part of the steps we are taking to ensure
Black and POC representation at the Executive level.

OUR COMMITMENT:

Financially support organizations that work for equality for the Black and POC community.

2 YEAR ACTION

We commit to making a donation once per quarter to organizations that support Black and POC communities.

We'll continue to support organizations that empower individuals to achieve economic independence through our donations, including our Fit Liberty program.

We'll continue to match all employee donations.

OUR COMMITMENT:

We will amplify Black and POC voices in our community.

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2 YEAR ACTION

We'll continuously review and update our Black and POC Anti-Racism Resources.

We'll continue our monthly spotlight of Black and POC owned businesses. In addition to hosting a curated page of rotating Black-owned businesses on our site, we will also continue to find opportunities to include these businesses in email and on social.

OUR COMMITMENT:

We're investing in Black and POC creators & creatives.

2 YEAR ACTION

We commit to spending at least 25% of our paid production and content budget with Black professionals (includes photographers, models, stylists, hair and makeup, and all other professionals needed to facilitate our content creation).

We'll regularly revisit the opportunity to diversify the talent of creatives that we work with in front of and behind the camera.

We want to reiterate that the Black and POC communities have been, and continue to be, a critical part of "all of US."

We will make sure that authentic representation happens both inside our organization, and across our brand.

We hope you'll continue to hold us accountable and support us in our mission.

Please don't hesitate to contact us at us@universalstandard.net with any comments or questions.

2020 Action Plan & Commitments

In 2020 we made a commitment to do better, to be better. In the face of the deep-rooted systemic racism that confronted our country, and our industry, we were determined to examine our shortcomings, address our failures, live up to our promises, and work to support racial justice and inclusivity in a real way. As part of our anti-racism work we put together an action plan - a series of steps to hold ourselves accountable and make concrete changes to the way we work.

We've made some significant progress, but this is just a start. We're thinking of the progress we've achieved as a foundation for a stronger future in 2021 and beyond. We won't stop working toward an inclusive and equitable future, so that we can live up to our name and set a Universal Standard.

OUR COMMITMENT:

We're revisiting how we work across all levels of the company, so that our brand values are better reflected in our culture. Engaging in anti-racism work, addressing unconscious bias, creating safe spaces for every single employee, and allyship coaching is a top priority for us.

2020 ACTION	Partner with a Diversity, Equity, and Inclusion (DEI) consultant to conduct a series of discussions with our team. This is the first step in creating a framework for aligning our brand values with how we work day-to-day, and fostering a transparent and inclusive working environment so that all of our employees' voices are acknowledged.	**2020 RECAP**	Partnered with an external DEI consultant to conduct a series of internal trainings and discussions with all employees that focused on race and allyship, values discovery, feedback and managing unconscious bias. We will continue to conduct these trainings on an annual basis.
2020 ACTION	Commit to ongoing DEI training, feedback training, and employee coaching on race and allyship to lead to a more open, positive, and inclusive company culture now, and always. This will continue to be a part of our culture.	**2020 RECAP**	The output of our DEI trainings and discussions was the creation of new internal company values representative of an open and inclusive company culture. This is a framework that employees at all levels are accountable for upholding through performance management and recruitment.

OUR COMMITMENT:

We commit to changing our recruitment and hiring process.

2020 ACTION	When we're able to hire again, we will actively recruit from communities, organizations, and schools where BIPOC people are a focus.	**2020 RECAP**	Sourced candidates from new BIPOC networks, which we will continually leverage on an ongoing basis.

2020 ACTION	We'll fill 25% or more of all future open positions with Black employees across all levels of our organization.	2020 RECAP	67% of all new full-time roles have been filled by Black employees. 30% of full-time employees represented as BIPOC as of January 29th, 2021.

OUR COMMITMENT:

Financially support organizations that work for equality for the BIPOC community.

2020 ACTION	Donate $35,000 to the NAACP Legal Defense and Educational Fund.	2020 RECAP	$35,000 donation given to the NAACP Legal Defense and Educational Fund.
2020 ACTION	We'll identify two more organizations to donate profits to this year - celebrating our anniversary in September and giving Tuesday in December. We hope to double this commitment moving forward, so that a significant donation is made each quarter to organizations that support BIPOC.	2020 RECAP	For our anniversary in September, we donated 5% of profits from September 23, 2020 to Black Women Build, a home ownership and wealth building initiative that trains Black women in carpentry, electrical, and plumbing by restoring vacant and deteriorated houses in West Baltimore. For giving Tuesday in December, we donated 10% of profits from December 1, 2020 to the Black Women's Health Imperative which targets the most pressing health issues that affect Black women and girls in the U.S. through investments in evidence based strategies, bold programs and advocacy outreach on health policies. For 2021, we will continue this commitment to donate to various organizations that support BIPOC communities and hope to double future donations moving forward, so that a significant donation is made each quarter in lock step with our company growth.
2020 ACTION	Continue to work with Dress for Success and First Step (organizations that empower women to achieve economic independence) through our donations, including our Fit Liberty program.	2020 RECAP	Partnered with organizations that empower women to achieve economic independence through our donations, including our Fit Liberty program. In 2020, we donated approximately $160,000 (retail value) of clothing to Dress for Success.
2020 ACTION	Match all employee donations to the Black organizations and social justice causes of their choice.	2020 RECAP	100% of employee reported donations were matched across 10 charities.

OUR COMMITMENT:

We will amplify Black voices in our community.

	Every email we send out will include a link to an anti-racism resource		

2020 ACTION	page on the site where we've listed links to sign petitions, reach out to elected officials, donate, support Black-owned businesses, and register to vote. We've also included books, articles, movies, and podcasts that further speak to the anti-racism work we believe is fundamental to moving forward.	2020 RECAP	A list of anti-racism resources was published to our site in July and is included as a footer on our website: **https://www.universalstandard.com/pages/anti-racism-resources**. Our commitment to "Creating the Change" is included in the email footer of all of our marketing emails.
2020 ACTION	We'll seek out Black-owned businesses to spotlight on an ongoing basis. In addition to hosting a curated page of rotating Black-owned businesses on our site, we will also find opportunities to include these businesses in email and on social. Our goal is to have this page up and running by August 1st.	2020 RECAP	We have sought out Black-owned businesses to spotlight on our curated page of rotating Black-owned businesses which was published on our site in July **(https://www.universalstandard.com/pages/black-ownedbusinesses-you-should-be-following)** and we have spotlighted Black-owned businesses in our email and social feed throughout the year.

OUR COMMITMENT:

We're investing in Black creators & creatives.

2020 ACTION	Commit to spending at least 25% of our production and content budget with Black professionals (includes photographers, models, stylists, hair and makeup, and all other professionals needed to facilitate our content creation).	2020 RECAP	Spent 38% of our production and content budget with Black professionals (includes photographers, models, stylists, hair and makeup, and all other professionals needed to facilitate our content creation).
2020 ACTION	Commit to ensuring that 25%, or more, of paid influencer partnerships are with Black influencers and creators.	2020 RECAP	Over 25% of paid influencer partnerships were with Black influencers and creators, see below chart.
2020 ACTION	We want our paid partnerships to be as transparent as possible. To that end, we are publishing a rate card on our website that details the rates for all paid influencer partnerships go-forward. You should expect to see this by July 15th.	2020 RECAP	Our rate card was published on July 15th, 2020 and posted to our website: **https://www.universalstandard.com/pages/collaborate-with-us.**
2020 ACTION	We also want to raise the profile of the amazing Black artists and content creators we work with, so we commit to ensuring that 25%, or more, of all content on our owned channels features those creators and creatives.	2020 RECAP	

	Black	POC	Non POC	Total	%Black	%POC	%Non POC
Site	486	216	406	1108	44%	19%	37%
Email	460	303	354	1117	41%	27%	32%
Social	181	86	152	419	43%	21%	36%
Influencer	22	10	48	80	28%	13%	60%
Paid Ads	154	94	120	368	42%	26%	33%

We want to reiterate that we unequivocally believe that Black Lives Matter. The BIPOC community has been, and continues to be, a critical part of “all of US.” We will make sure that authentic representation happens both inside our organization, and across our brand.

We hope you’ll continue to hold us accountable and support us in our mission.

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