

Justice, Equity, Diversity & Inclusion (JEDI)

Body of Knowledge (BoK) for the JEDI
Impact Topic



Intent

Under the Justice, Equity, Diversity & Inclusion — or JEDI — Impact Topic, companies will:

- measure differences between groups and gather feedback from stakeholders
- take action to create diverse and inclusive workplaces.

Systems of inequality, both historic and ongoing, sustain and worsen disadvantages faced by certain groups today. To combat this, companies need to create specific and intentional plans to adopt principles of justice, equity, diversity, and inclusion within their own workplaces and their value chains. The JEDI Impact Topic ensures that B Corps channel their energy toward positive impacts for all — and particularly for systematically disadvantaged people.

Taking continuous action to advance JEDI principles is the foundation of a safe and equitable workplace that fosters belonging. JEDI principles also reflect labor and human rights, such as freedom from discrimination and the right to decent work.

Outcome

B Corps have inclusive and diverse workplaces and contribute to just and equitable communities.

Requirements Summary

JEDI1 The company collects data to inform its JEDI actions.

JEDI2 The company chooses and implements JEDI actions.

Scope

All individuals and communities affected by the company's own operations and value chain.



Terms and Definitions

Affinity group

A voluntary group of employees linked by a social identity (e.g. a group for employees who identify as having a disability or as Indigenous).

Agriculture

A company that either:

- earns over 10% of its revenue from products grown on its farm or agro-processing facility, from managing land to grow and harvest crops, or from raising and managing livestock
- sources the majority of its raw materials directly from growers or livestock producers.

Companies in the agriculture sector include, for example:

- vegetable farms
- coffee plantations or roasters
- tree planting companies
- livestock farms or ranches.

Apprentice

Someone working for the company whose placement is temporary and whose primary purpose is to learn and gain experience. Apprentices and interns are distinct from employees.

Apprenticeships may be governed by national regulation (e.g. they receive a mandatory apprentice wage), while internships are governed by the company. An apprenticeship, unlike an internship, may lead to a formal qualification.



In the B Lab Standard, an apprentice is someone who works during, or as part of, either a formal education program or a program that meets national regulatory requirements. If not, they are an “employee”.

Bisexual

Someone who has the potential to be physically, romantically, or emotionally attracted to people of more than one gender (not necessarily at the same time, in the same way, or to the same degree).

(Adapted from [GLAAD](#))

Civil Society Organization (CSO)

Non-State, not-for-profit, voluntary entities formed by people in the social sphere that are separate from the State and the market. CSOs represent a wide range of interests and ties. They can include community-based organizations as well as non-governmental organizations (NGOs).

([UNGP Reporting Framework](#))

Company

A legal entity (or group of related legal entities) formed to engage in and operate a business (meaning a commercial or industrial enterprise). A company may be organized in various ways depending on the corporate law in its jurisdiction.

Company without workers

A company owned and run by one person. A company without workers may also be known as a sole proprietor, sole trader, individual entrepreneur, or individual proprietor.

Disaggregated data

Data that has been broken down into detailed sub-categories for analysis (e.g. by social identity).

Disaggregated data can reveal inequalities that may not be obvious in aggregated data.



Diverse

See diversity.

Diversity

All the ways in which people are different. Diversity encompasses all the characteristics that make one individual or group different from another. It is all-inclusive and recognizes every identity and every group as part of the human diversity that should be valued.

Diversity includes not only race, ethnicity, and gender, but also:

- age
- national origin
- religion
- disability
- sexual orientation
- socioeconomic status
- education
- marital status
- language
- physical appearance
- ideas, perspectives, and values.

(Adapted from [IRIS+](#))

Employee

Person who has a direct employment relationship with the company. This includes permanent, temporary, full-time, part-time, seasonal, and casual employees. This includes when, for administrative reasons, there is a different employer on record, but practically the person works as



an employee and the company is responsible for their recruitment, performance evaluation, and disciplinary management.

Working owners may also count as employees, depending on certain conditions (see working owner).

Employee resource group (ERG)

A type of employee-led affinity group that aims to provide:

- personal support
- career development advice
- space for employees to participate in cultural exchange.

Equity (in the context of JEDI)

The just and fair inclusion of all people in the workplace or society. Equity enables all to participate and prosper, recognizing that some people face additional disadvantages and need unique support.

Equity audit

An assessment of how the company directly and indirectly impacts people relative to their social identities.

Equitable

See equity.

Executive team

People with delegated authority from the highest governing body to implement strategies and policies that fulfill the company's purpose.

(Adapted from PAS 808 — [Purpose-driven organizations](#), British Standards Institution)

Gay



Someone whose enduring physical, romantic, or emotional attractions are to people of the same sex.

(Adapted from [GLAAD](#))

Gender affirmation leave

Time that an employee takes off to pursue gender affirming processes, such as:

- medical, psychological, or hormone-related appointments (including surgery)
- administrative and legal appointments (e.g. updating documents).

Gender identity

A person's internal, deeply-held knowledge of their own gender. Everyone has a gender identity ([GLAAD](#)).

Different countries, cultures, and languages have different gender categories, and they change over time. In many English-speaking countries, the categories are: man, woman, and non-binary or non-conforming.

Highest governing body

The person or group of people who have ultimate accountability for the whole company. Every organizational entity has one highest governing body, even if it is not explicitly established.

A highest governing body can be explicitly established in a number of formats, such as:

- a board of directors
- a supervisory board
- a sole director
- joint and several directors



- trustees.

For larger companies, a board subcommittee may be considered the highest governing body — as long as the full board is regularly updated on progress and performance.

(Adapted from [Governance of organizations](#) — Guidance, ISO Standard)

Human rights

Basic international standards aimed at securing dignity and equality for all, without discrimination.

Human rights include the rights contained in the International Bill of Human Rights:

- The Universal Declaration of Human Rights
- The International Covenant on Civil and Political Rights
- The International Covenant on Economic, Social and Cultural Rights

They also include the principles concerning fundamental rights set out in the International Labour Organization's Declaration on Fundamental Principles and Rights at Work.

(Adapted from [UNGP Reporting Framework](#))

Impact

An effect the company has, or could have, on:

- the economy
- the environment



- people, including on their human rights.

Impacts can be actual or potential, negative or positive.

(Adapted from [GRI 3](#), 2021, Global Reporting Initiative)

Inclusion (in the context of JEDI)

Acts and behaviors that bring in people who are traditionally excluded to participate in activities and decision-making. Inclusion involves both identifying and removing barriers that stop people from participating and contributing.

While a truly inclusive group is necessarily diverse, a diverse group may or may not be inclusive.

Inclusive (in the context of JEDI)

See inclusion

Inclusive design

Design that considers the full range of human diversity with respect to:

- ability
- language
- culture
- gender
- age
- other forms of human difference.

(Adapted from [Inclusive Design Research Centre](#))



Independent contractor

A person who is self-employed, or works freelance. They are a “worker” if they work more than 20 hours per week indefinitely or for more than six months. This may include the following examples.

- A self-employed construction worker who works full-time for the company on a construction project for one year.
- A freelance physiotherapist who works 25 hours per week at a clinic for two years.

Intern

Someone working for the company whose placement is temporary, and whose primary purpose is to learn and gain experience. Apprentices and interns are distinct from employees.

Apprenticeships may be governed by national regulation (e.g. they receive a mandatory apprentice wage), while internships are governed by the company. An apprenticeship, unlike an internship, may lead to a formal qualification.

In the B Lab Standard, an intern is someone who works during, or as part of, a formal education program. If not, they are an “employee”.

JEDI

Justice, Equity, Diversity and Inclusion

Justice (in the context of JEDI)

In the context of Justice, Equity, Diversity, and Inclusion: the process of dismantling barriers to resources and opportunities in society, so that all individuals and communities can live full and dignified lives.

Lesbian

A woman whose enduring physical, romantic, or emotional attraction is to other women.

Some lesbians may prefer to identify as gay, or as gay women.



(Adapted from [GLAAD](#))

LGBTQIA+

An umbrella term for a range of different gender and sexual identities.

LGBTQI+ stands for:

- Lesbian
- Gay
- Bisexual
- Transgender
- Queer
- Intersex
- Asexual.

The "+" recognizes all non-straight, non-cisgender identities.

(Adapted from [GLAAD](#))

Manager

An individual at the company who is responsible for the performance of others or operational processes.

Manufacturing

A company that earns over 10% of its revenue from products it makes, either for direct sale or for sale by another company or brand.

Manufacturing involves transforming input materials into a new product. The manufactured product may not be the final product.



Companies in the manufacturing sector include, for example:

- food and beverage producers
- assembly lines
- apparel manufacturers.

Non-binary

People who experience their gender identity or gender expression (or both) as falling outside the gender binary of "man" and "woman".

(Adapted from [GLAAD](#))

Non-conforming

People whose gender expression is different from conventional expectations of masculinity and femininity.

(Adapted from [GLAAD](#))

Outcome

A change resulting from the company's activities and outputs. An outcome has a direct link between the activities and outputs, and their impact on people and the environment.

Output

The direct result of an activity. Outputs may include, for example:

- training materials
- policies
- reports



- impact-related programs or projects.

Queer

Someone whose sexual orientation is not exclusively heterosexual.

Queer is used by some people as a self-descriptive adjective (e.g. "queer person" or "queer woman").

(Adapted from [GLAAD](#))

Services with minor footprint

A company that earns 90% or more of its revenue from services that do not involve selling physical products or require a physical location for their delivery.

Services with minor footprints include, for example:

- law firms
- marketing and communications agencies
- software companies.

This was previously named "Services with Minor Environmental footprint". The definition and its application remain the same.

Services with significant footprint

A company that earns 90% or more of its revenue from services that involve significant machinery or equipment, or require a specific operational location (often key to delivering the service).

Services with significant footprint include, for example:

- hotels
- restaurants



- landscaping companies
- universities.

This was previously named "Services with Significant Environmental footprint". The definition and its application remain the same.

Sex at birth

The sex assigned to a person when they were born based on their external anatomy (either "male" or "female").

Sex at birth does not reflect the complex development of the human body. Sex is not solely determined by anatomy, nor is it strictly binary (male or female). People can also change their body through medical transition in ways that fundamentally alter the sex they were assigned at birth.

(Adapted from [GLAAD](#))

Sexual Orientation

A person's enduring physical, romantic, or emotional attraction to another person (e.g. straight, gay, or bisexual, among others). "Sexual orientation" is the scientifically accurate term, rather than "sexual preference". (Adapted from [GLAAD](#))

Social identity

A person's own sense of who they are, based on the social group or groups they belong to. Social identity terms vary by country, culture, and language.

Examples of social identities include:

- race
- ethnicity
- gender identity
- religion
- caste



- sexual orientation.

Stakeholder

A person, group, or entity who may, positively or negatively:

- affect the company
- be affected by the company's activities
- have an interest that is affected by the company's activities.

Relevant stakeholders may include, for example:

- business partners
- civil society organizations
- consumers
- customers
- employees and other workers
- governments
- local communities
- non-governmental organizations
- shareholders and other investors
- suppliers
- trade unions
- vulnerable groups (including future generations)



- the environment (including species).

(Adapted from [GRI 3: Material Topics](#), 2021.)

Transgender

People whose gender identity is different from their sex at birth.

(Adapted from [GLAAD](#))

Underrepresented group

Groups who have not traditionally had equal access to economic opportunities, because of discrimination or other societal barriers. These vary by context and by geography.

Wholesale/Retail

A company that earns over 10% of its revenue from selling physical products, but does not own or operate the manufacturing processes or facilities that produce them. This includes companies that design products but outsource their production.

Wholesale/retail companies include, for example:

- grocery stores
- consumer goods companies that do not manufacture their own products
- wholesalers of physical goods.

Worker

A person who works for the company as any of the following.

- An employee



- An independent contractor, if they work more than 20 hours per week indefinitely or for more than six months.
- An agency worker, if they work more than 20 hours per week indefinitely or for more than six months.

Interns and apprentices, as defined in the B Lab Standard, do not count as workers.

Working owner

Founders or partners who work at the company and have at least 10% ownership in the business. If a company's workers consist only of founders or partners with at least 10% ownership, they are considered a "company without workers".

If a working owner is payrolled and they have additional non-working owner employees, then the working owner is considered an "employee".

Notes

- This topic is inherently linked to all other topics as all requirements are designed to be implemented using JEDI principles.
- JEDI and human rights have deep conceptual links with one another. Their intentions and eventual goals are the same - that all people are treated with respect and live with dignity. They remain distinct topics in these standards because at the moment they inhabit distinct spaces in sustainability and organizational change discourses. For example, frameworks, standards, tools and guidance often only concern one of the two. Human rights in the context of business ('Business & Human Rights') is usually framed in terms of human rights due diligence, focusing primarily on preventing harm to people. This stems from the UN Guiding Principles on Business & Human Rights. JEDI on the other hand, is not explicitly rooted in any such framework and (more explicitly) refers to both the prevention of harm and pursuit of positive impacts. Over time, they are likely to converge. Within these standards, they exist as distinct topics despite their deep conceptual links to recognize that currently they do inhabit distinct spaces.
- Effective JEDI work incorporates diverse perspectives that represent the company's context. The following categories of social identity are material in most contexts and serve as an initial list for consideration: sex, gender identity, race, ethnicity, age, citizenship, sexual orientation, and differing abilities. Social identities related to Indigenous Peoples, immigration status, caste, religion, or tribe may also be material depending on the context. These lists are non-exhaustive, meaning there may be other identities to consider based on the company's context.
- Grievance and remediation procedures are covered under PSG3.



JEDI1 The company collects data to inform its JEDI actions.

JEDI1.1 The company collects data to inform its JEDI actions.

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	None	None
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI1.1	From Year 0	Small / Medium / Large / X Large / XX Large	The company collects data to inform its JEDI actions.



Compliance Criteria:

1.1.1 If the company has more than 10 and fewer than 50 workers (based on headcount), it has facilitated at least one discussion or survey about JEDI principles in the workplace:

- a) in the twelve months before Year 0
- b) in each subsequent year.

1.1.2 If the company chooses to facilitate a discussion:

- a) it is at least one hour long
- b) the company records notes.

1.1.3 If the company has 50 workers or more (based on headcount) it:

- a) collects data on gender identity or sex at birth for at least five worker-related measurements.
- b) disaggregates data to report internally on its chosen worker-related measurements.

1.1.4 Workers provide their data and participate voluntarily, and can choose to remain anonymous.

Intent:

For the company to gather data and feedback on diversity and inclusion that it can use to select its JEDI actions (JEDI2).



Clarifying the Compliance Criteria:

[1.1.1] “Headcount” means that each person counts as one whole number. This is different to counting “full-time equivalents”.

[1.1.1] “JEDI principles” refers to:

- justice
- equity
- diversity
- inclusion
- related principles, such as access, belonging, equality, or fairness.

[1.1.3] The company is not expected to hold information on gender or social identity as part of employment or personnel records (see Recommendations for more information).

[1.1.3] Collection of disaggregated data under other parts of the B Lab Standard count toward this sub-requirement (e.g. FW2 and FW3).

[1.1.3 a] The company meets this sub-requirement if it collects information on either (or both) gender identity or sex at birth, acknowledging that gender identity remains a challenging subject in many parts of the world.

[1.1.4] The company takes care not to accidentally de-anonymize worker feedback. This may be a risk in cases with easily identifiable information, or where a group is small (e.g. if there is only one woman worker).

Applying the Criteria to Independently Certifying Subsidiaries:

- The measurement covers the company. If the company references an out-of-scope measurement, it:
 - records the data and mechanism for measuring its own operations
 - describes how data is consolidated in the out-of-scope parent’s reporting.

Further Guidance:

- This sub-requirement gives companies the option to run a discussion, instead of a survey, because preserving worker anonymity in a survey may be impossible for smaller companies. In these cases, an open discussion may be more appropriate.
- In a discussion, the company aims to hear directly from workers about diversity and inclusion in their work. Workers are encouraged to share their own personal perspectives and experiences. The discussion may focus on what happens within the workplace, or the company's relationship with these principles beyond the workplace (e.g. through advertising or public statements).
- If the company chooses to run a survey, it may use the same survey it runs for FW4.
- Questions to facilitate discussion or ask in a survey may include the following examples.
 - Do you feel that you are paid and treated fairly for the work you do?
 - Do you feel that you have the same opportunities as other workers?
 - Do you feel that you are thriving at work?
 - Do you feel comfortable to offer ideas and give constructive feedback?
 - Do you feel that you are listened to?
 - Do you feel like the company is fair to everyone?
 - How do biases impact us at work?
 - What can leadership do to make everyone feel included
- Disaggregated data collection means the company can calculate results for each sex or gender group separately. For example, the company surveys workers asking if they attended any training in the past year. Workers respond anonymously and can specify which sex or gender they identify as. The company then knows how many from each group attended training, which may give insight into their opportunities and experiences.
- Worker-related measurements may include, for example:
 - employment categories (also known as job classifications, employment status, or contract types)
 - representation in the highest governing body and executive team
 - retention, attrition, or turnover rates
 - recruitment



- promotion
- training opportunities or participation
- perceptions of working conditions
- working hours
- complaints or grievances [link to PSG3]
- wages [link to FW2]
- perceptions of workplace culture [link to FW4].
- Gender identity information is different from information about sex at birth, or as stated on legal documents. Collecting information on gender identity involves asking people what gender they identify as, which may be different from the sex they were assigned at birth. Gender identity categories can vary depending on the country, culture, and language, and change over time. Three common gender identities in English-speaking countries are:
 - man
 - woman
 - non-binary or non-conforming.
- The company takes alternative measures if asking about gender identity is not permitted by law in its location, or may put workers at risk of harm. For example, it:
 - asks about sex at birth only (e.g. male / female)
 - adds an 'other' category without naming it (e.g. man / woman / other)
 - adds a 'prefer not to say' answer option (e.g. man / woman / prefer not to say)
 - allows workers to skip the question.

Recommendations:

- Get an expert or experienced person to lead any discussion about JEDI principles. This may require the company to hire an external expert. If someone from within the company leads the discussion, improve their JEDI knowledge and capacity first [link to JEDI2.b].



- Use terms to represent gender identity or sex at birth that are suitable for the context and respect people's dignity.
- Understand the legal limitations in the company's context, and investigate how to obtain meaningful information while respecting people's privacy and dignity. Note, while some countries have certain legal limitations, no country completely prohibits collecting all types of gender or social identity information.
- Where possible, avoid storing gender identity data or linking it to individuals. Gender identity data may be considered sensitive personal data in some jurisdictions, and collecting it may require the company to take extra data privacy measures. For example, to collect information on workers' experiences with promotions, use a one-time survey in which workers share their experiences and provide one or more social identities anonymously. This avoids the company keeping such information in employment or personnel records, for example, which would require additional data privacy measures in many jurisdictions.
- Stay up to date with the suitability of social identity terms in the company's context, and, where possible, get advice from civil society organizations. These terms vary by country, culture, and language, and may shift over time.
- Choose to collect information on gender identity over sex at birth, if the company has the option. This acknowledges that every person has a gender identity that may not be the same as their sex at birth.

Implementation Resources:

Facilitating discussions:

- How to talk about race at work (Chartered Institute of Personnel and Development) [\[EN\]](#)
- Let's Talk About Race (Business in the Community) [\[EN\]](#)
- DEI Map (Aperian) [\[EN\]](#)
- Guide: Starting the company's JEDI journey, see Step 3: Establish a shared understanding of JEDI (JEDI Collaborative) [\[EN\]](#)
- Guia ADIM LGBTI: Inclusão da diversidade sexual e identidade de gênero em empresas e organizações (ADIM) [\[PT\]](#)
- Guia prático para construção de uma estratégia de Diversidade e Inclusão (gupy) [\[PT\]](#)
- Guia de Diversidade (Legisla Brasil) [\[PT\]](#)
- Guia GPTW: O que as Melhores Empresas para Trabalhar têm feito para tornar seus ambientes mais inclusivos? (Great Place to Work) [\[PT\]](#)
- Justiça Social Com A Rede B Brasil (Sistema B) [\[PT\]](#)

- Fresque de la diversité (ESSEC Business School and Belugames) [\[FR\]](#)
- Fresque de l'équité (The Wonders) [\[FR\]](#)
- 3 actions à mettre en place sur les sujets de Diversité & Inclusion (Makesense) [\[FR\]](#)

Surveys, questions and measuring:

- An OECD survey of employee well-being: An instrument to measure employee well-being inside companies, Working Paper No.24 (Organisation for Economic Co-operation and Development) [\[EN\]](#)
- 9 metrics to help you understand (and prioritize) DEI (Culture Amp) [\[EN\]](#)
- Data collection and publication guidance: Sex, Gender Identity, Trans Status (Scottish Government) [\[EN\]](#)
- Employee Lifecycle (Project Inclusion) [\[EN\]](#)
- To Make Your Organization More Inclusive, Start With Data: How Surveying Our Staff Transformed B Lab's Approach to Equity (B Lab) [\[EN\]](#)
- Measuring progress (Project Include) [\[EN\]](#)
- Guia prático para construção de uma estratégia de Diversidade e Inclusão (gupy), passo 1. Invista em um censo [\[PT\]](#)
- Mesurer pour progresser vers l'égalité des chances (CNIL) [\[FR\]](#)
- Outil Diag Egapro-Index pour réaliser son diagnostic égalité professionnelle (ANACT) [\[FR\]](#)
- Measuring for Impact: Handout for measuring the effectiveness of diversity and inclusion policies (Utrecht University and Foundation InclusieNL) [\[EN\]](#)
- Meten is Weten: Zicht op effecten van diversiteits- en inclusiebeleid (SER) [\[NL\]](#)

Resources on inclusive communication:

- Inclusive Language Guide (Oxfam) [\[EN\]](#)
- Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
- Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
- Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)



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- Guide de communication inclusive (Equal Brussels) [\[FR\]](#)
 - Guide pour une communication publique sans stéréotypes de sexe (Haut Conseil à l'Egalité entre les Femmes et les Hommes) [\[FR\]](#)

Other:

- Transforming enterprises through diversity and inclusion (International Labour Organization) [\[EN\]](#) [\[ES\]](#) [\[FR\]](#)
- AFDM Association Française des Managers de la Diversité [\[FR\]](#)
- Women's Empowerment Principles - Principle 7. Measurement and Reporting [\[Various languages\]](#), including AR, EN, ES, IT, FR, PT, RU, Simplified ZH]



JEDI1.2 The company collects data on one additional social identity for worker-related measurements.

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	None	None
Small	None	None
Micro	None	None
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI1.2	From Year 3	Large / X Large / XX Large	The company collects data on one additional social identity for worker-related measurements.



Compliance Criteria:

- 1.2.1 The company collects data on one additional social identity (other than gender identity) for at least five worker-related measurements.
- 1.2.2 The company uses stakeholder feedback to choose the additional social identity.
- 1.2.3 Workers provide their social identity voluntarily, and can choose to remain anonymous.
- 1.2.4 The company disaggregates data to report internally on its chosen worker-related measurements.

Intent:

To better understand how impacts and opportunities vary for different groups of people. This information helps the company choose which actions to take under JEDI2.



Clarifying the Compliance Criteria:

[1.2.1; 1.2.2] The company chooses the additional social identity to analyze based on worker feedback, and its workforce, community, and country contexts.

[1.2.1; 1.2.4] The company takes precautions if asking about certain social identities is not permitted by law in its location, or may put workers at risk of harm. The company is expected to understand its local context and anticipate how asking about social identities can put workers at risk (e.g. not asking about LGBTQIA+ identification if same-sex relationships are illegal). In situations that are less clear, the company takes alternative measures, designed and implemented using worker feedback. These may include:

- adding a 'prefer not to say' answer option
- allows workers to skip the question.

[1.2.1; 1.2.4] The company may avoid collecting data on certain social identities if doing so would be culturally inappropriate or illegal. One workaround may be to differentiate groups without using specific labels (e.g. by asking whether workers identify as 'from this country' or 'not from this country').

[1.2.1] The company can meet this sub-requirement by collecting data about multiple social identities. The most effective approach may differ depending on the measurement being analyzed, or depending on the company's country. For example, the company disaggregates its workplace culture data by ethnicity, and its training opportunity data by differing abilities. This would help inform actions to make its workplace culture more ethnically inclusive, and ensure training is equally accessible to workers of all abilities.

[1.2.1] Collection of disaggregated data under other parts of the B Lab Standard count toward this sub-requirement (e.g. FW2 and FW3).

[1.2.1] The company is not expected to hold information on gender or social identity as part of employment or personnel records (see Recommendations for more information).

[1.2.1; 1.2.2] The company chooses the additional social identity to analyze based on worker feedback, and its workforce, community, and country contexts.

[1.2.3] The company takes care not to accidentally de-anonymize worker feedback. This may be a risk in cases with easily-identifiable information, or where a social identity group is particularly small (e.g. if there is only one Indigenous worker).

[1.2.1; 1.2.4] The company takes precautions if asking about certain social identities is not permitted by law in its location, or may put workers at risk of harm. The company is expected to understand its local context and anticipate how asking about social identities can put workers



at risk (e.g. not asking about LGBTQIA+ identification if same-sex relationships are illegal). In situations that are less clear, the company takes alternative measures, designed and implemented using worker feedback. These may include:

- adding a 'prefer not to say' answer option
- allows workers to skip the question.

[1.2.1; 1.2.4] The company may avoid collecting data on certain social identities if doing so would be culturally inappropriate or illegal. One workaround may be to differentiate groups without using specific labels (e.g. by asking whether workers identify as 'from this country' or 'not from this country').

Applying the Criteria to Independently Certifying Subsidiaries:

- The measurement covers the company. If the company references an out-of-scope measurement, it:
 - records the data and mechanism for measuring its own operations
 - describes how data is consolidated in the out-of-scope parent's reporting.

Further Guidance:

- Worker-related measurements may include, for example:
 - employment categories (also known as job classifications, employment status, or contract types)
 - representation in the highest governing body and executive team
 - retention, attrition, or turnover rates
 - recruitment
 - promotion
 - training opportunities or participation
 - perceptions of working conditions
 - working hours
 - complaints or grievances [link to PSG3]

- wages [link to FW2]
- perceptions of workplace culture [link to FW4].
- These lists of social identities are non-exhaustive, meaning the company may need to consider other identities, depending on its context.
 - Social identities that are material in most contexts include:
 - sex
 - gender identity
 - race
 - ethnicity
 - age
 - citizenship
 - sexual orientation
 - differing abilities.
 - Social identities that may be material, depending on context, include:
 - relation to Indigenous Peoples
 - immigration status
 - caste
 - religion
 - Tribe.
- The company chooses the additional social identity to analyze based on worker feedback, and its workforce, community, and country contexts, as in the following examples.
 - The company chooses LGBTQIA+ as a social identity because formal complaints from the past year show an increasing amount of anti-trans and homophobic behaviors.



- The company chooses ethnicity as a social identity because its workforce does not have the same ethnic diversity as its country, according to the most recent census.
- The company chooses race as a social identity because the country it is based in has a history of colonialism or slavery.

Recommendations:

- Understand the legal limitations in the company's context, and investigate how to obtain meaningful information while respecting people's privacy and dignity. Note, while some countries have certain legal limitations, no country completely prohibits collecting all types of gender or social identity information.
- Where possible, avoid storing gender identity data or linking it to individuals. Gender identity data may be considered sensitive personal data in some jurisdictions, and collecting it may require the company to take extra data privacy measures. For example, to collect information on workers' experiences with promotions, use a one-time survey in which workers share their experiences and provide one or more social identities anonymously. This avoids the company keeping such information in employment or personnel records, for example, which would require additional data privacy measures in many jurisdictions.
- Use terms to represent the chosen social identities that are suitable for the context and respect people's dignity.

Implementation Resources:

Surveys, questions and measuring:

- An OECD survey of employee well-being: An instrument to measure employee well-being inside companies, Working Paper No.24 (Organisation for Economic Co-operation and Development) [\[EN\]](#)
- 9 metrics to help you understand (and prioritize) DEI (Culture Amp) [\[EN\]](#)
- Data collection and publication guidance: Sex, Gender Identity, Trans Status (Scottish Government) [\[EN\]](#)
- Employee Lifecycle (Project Inclusion) [\[EN\]](#)
- To Make Your Organization More Inclusive, Start With Data: How Surveying Our Staff Transformed B Lab's Approach to Equity (B Lab) [\[EN\]](#)
- Measuring progress (Project Include) [\[EN\]](#)
- Guia prático para construção de uma estratégia de Diversidade e Inclusão (gupy), passo 1. Investa em um censo [\[PT\]](#)

- Mesurer pour progresser vers l'égalité des chances (CNIL) [\[FR\]](#)
- Outil Diag Egapro-Index pour réaliser son diagnostic égalité professionnelle (ANACT) [\[FR\]](#)
- Index Moreno (Ministère chargé de l'égalité entre les femmes et les hommes et de la lutte contre les discriminations) [\[FR\]](#)

Resources on inclusive communication:

- Inclusive Language Guide (Oxfam) [\[EN\]](#)
- Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
- Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
- Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)
- Guide de communication inclusive (Equal Brussels) [\[FR\]](#)

Other:

- Transforming enterprises through diversity and inclusion (International Labour Organization) [\[EN\]](#) [\[ES\]](#) [\[FR\]](#)
- The 203 Worst (& Safest) Countries for LGBTQ+ Travel in 2023 (Asher & Lyric) [\[EN\]](#)

Interoperability:

- Conceptual Alignment Data Point
 - Workforce Disclosure Initiative 2024 (ShareAction) 4.12
- Equivalency Data Point
 - [None]



JEDI2 The company chooses and implements JEDI actions.

JEDI2.1 The company chooses and implements one JEDI action.

Track factors:

Size	Sector	Industry
XX Large	None	None
X Large	None	None
Large	None	None
Medium	None	None
Small	None	None
Micro	None	None
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.1	From Year 0	None	The company chooses and implements one JEDI action.

Compliance Criteria:

2.1.1 The company chooses and implements at minimum one option from the following two sets.

- a) Foundation (JEDI2.a-e)
- b) Beyond the Workplace (JEDI2.m-s)

Intent:

To ensure all companies implement JEDI actions relevant to their context.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Implementation Resources:

- Inclusive Language Guide (Oxfam) [\[EN\]](#)
- Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
- Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
- Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)
- DEI Map (Aperian) [\[EN\]](#)



JEDI2.2 The company chooses its JEDI actions and implements them.

Track factors:

Size	Sector	Industry
XX Large	None	None
X Large	None	None
Large	None	None
Medium	None	None
Small	None	None
Micro	All	All
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.2	From Year 0	None	The company chooses its JEDI actions and implements them.



Compliance Criteria:

2.2.1 The company chooses and implements:

- a) two JEDI actions before Year 0
- b) three JEDI actions for Years 3 and 5 each.

2.2.2 The company chooses and implements at minimum one option from each set across Years 0, 3, and 5.

- a) Foundation (JEDI2.a-e)
- b) Within the Workplace (JEDI2.f-l)
- c) Beyond the Workplace (JEDI2.m-s)

Intent:

To ensure all companies implement JEDI actions relevant to their context.

Clarifying the Compliance Criteria:

[2.2.2] The company has implemented at minimum one action from each set when looking at all the actions implemented for Years 0, 3, and 5. The company does not need to implement an action from each set per Year.

[2.2.2] The company may choose the same option multiple times across Years 0, 3, and 5. For example, the company may continuously commit to JEDI principles and therefore meet JEDI2.a in Years 0, 3, and 5.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Implementation Resources:

- Inclusive Language Guide (Oxfam) [\[EN\]](#)
- Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
- Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
- Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)
- DEI Map (Aperian) [\[EN\]](#)



JEDI2.3 The company chooses its JEDI actions using data and stakeholder feedback, records them in a plan, and implements them.

Track factors:

Size	Sector	Industry
XX Large	None	None
X Large	None	None
Large	None	None
Medium	None	None
Small	All	All
Micro	None	None
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.3	From Year 0	None	The company chooses its JEDI actions using data and stakeholder feedback, records them in a plan, and implements them.



Compliance Criteria:

2.3.1 The company chooses and implements:

- a) two JEDI actions before Year 0
- b) four JEDI actions for Years 3 and 5 each.

2.3.2 The company chooses at minimum one option from each set across Years 0, 3, and 5.

- a) Foundation (JEDI2.a-e)
- b) Within the Workplace (JEDI2.f-l)
- c) Beyond the Workplace (JEDI2.m-s)

2.3.3 The company considers stakeholder feedback and data (from JEDI1) when choosing its actions.

2.3.4 The company records its actions and status updates in a plan.

2.3.5 The plan was updated and shared with relevant stakeholders in the last twelve months.

2.3.6 The company's plan:

- a) contains deadlines
- b) allocates resources
- c) assigns responsibilities to specific roles.

2.3.7 The plan, including status updates, is available for workers to review at any time

Intent:

To ensure all companies implement JEDI actions relevant to their context.



Clarifying the Compliance Criteria:

[2.3.2] The company has implemented at minimum one action from each set when looking at all the actions implemented for Years 0, 3, and 5. The company does not need to implement an action from each set per Year.

[2.3.2] The company may choose the same option multiple times across Years 0, 3, and 5. For example, the company may continuously commit to JEDI principles and therefore meet JEDI2.a in Years 0, 3, and 5.

[2.3.3] The company's "relevant stakeholders" are those whose feedback the company considered when choosing its actions. Workers are always considered relevant stakeholders.

[2.3.3] The company may obtain "stakeholder feedback" through primary or secondary sources.

- "Primary sources" refers to feedback directly from stakeholders.
- "Secondary sources" include, for example, reports and news articles.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Recommendations:

- Reflect critically on which stakeholder feedback and sources the company includes, and which it excludes. When gathering stakeholder feedback, use a broad perspective to challenge potential biases. This involves evaluating the diversity of stakeholders and sources, and being open to new stakeholders or information sources. For example, the company may:
 - ask workers proactively for suggestions or feedback
 - ask stakeholders to recommend other stakeholders to engage.

Implementation Resources:



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- Inclusive Language Guide (Oxfam) [\[EN\]](#)
 - Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
 - Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
 - Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)
 - DEI Map (Aperian) [\[EN\]](#)



JEDI2.4 The company chooses its JEDI actions using data and stakeholder feedback, records them in a plan, and implements them.

Track factors:

Size	Sector	Industry
XX Large	None	None
X Large	None	None
Large	None	None
Medium	All	All
Small	None	None
Micro	None	None
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.4	From Year 0	None	The company chooses its JEDI actions using data and stakeholder feedback, records them in a plan, and implements them.



Compliance Criteria:

2.4.1 The company chooses and implements:

- a) two JEDI actions before Year 0
- b) five JEDI actions for Years 3 and 5 each.

2.4.2 The company chooses at minimum one option from each set across Years 0, 3, and 5.

- a) Foundation (JEDI2.a-e)
- b) Within the Workplace (JEDI2.f-l)
- c) Beyond the Workplace (JEDI2.m-s)

2.4.3 The company considers stakeholder feedback and data (from JEDI1) when choosing its actions.

2.4.4 The company records its actions and status updates in a plan.

2.4.5 The plan was updated and shared with relevant stakeholders in the last twelve months

2.4.6 The company's plan:

- a) contains deadlines
- b) allocates resources
- c) assigns responsibilities to specific roles.

2.4.7 The plan, including status updates, is available for workers to review at any time.

Intent:

To ensure all companies implement JEDI actions relevant to their context.



Clarifying the Compliance Criteria:

[2.4.2] The company has implemented at minimum one action from each set when looking at all the actions implemented for Years 0, 3, and 5. The company does not need to implement an action from each set per Year.

[2.4.2] The company may choose the same option multiple times across Years 0, 3, and 5. For example, the company may continuously commit to JEDI principles and therefore meet JEDI2.a in Years 0, 3, and 5.

[2.4.3] The company's "relevant stakeholders" are those whose feedback the company considered when choosing its actions. Workers are always considered relevant stakeholders.

[2.4.3] The company may obtain "stakeholder feedback" through primary or secondary sources.

- "Primary sources" refers to feedback directly from stakeholders.
- "Secondary sources" include, for example, reports and news articles.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Recommendations:

- Reflect critically on which stakeholder feedback and sources the company includes, and which it excludes. When gathering stakeholder feedback, use a broad perspective to challenge potential biases. This involves evaluating the diversity of stakeholders and sources, and being open to new stakeholders or information sources. For example, the company may:
 - ask workers proactively for suggestions or feedback
 - ask stakeholders to recommend other stakeholders to engage.

Implementation Resources:



-
- Inclusive Language Guide (Oxfam) [\[EN\]](#)
 - Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
 - Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
 - Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)
 - DEI Map (Aperian) [\[EN\]](#)



JEDI2.5 The company chooses its JEDI actions using data and stakeholder feedback, records them in a plan, and implements them.

Track factors:

Size	Sector	Industry
XX Large	None	None
X Large	None	None
Large	All	All
Medium	None	None
Small	None	None
Micro	None	None
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.5	From Year 0	None	The company chooses its JEDI actions using data and stakeholder feedback, records them in a plan, and implements them.



Compliance Criteria:

2.5.1 The company chooses and implements:

- a) two JEDI actions before Year 0
- b) six JEDI actions for Years 3 and 5 each.

2.5.2 The company chooses at minimum one option from each set across Years 0, 3, and 5.

- a) Foundation (JEDI2.a-e)
- b) Within the Workplace (JEDI2.f-l)
- c) Beyond the Workplace (JEDI2.m-s)

2.5.3 The company considers stakeholder feedback and data (from JEDI1) when choosing its actions.

2.5.4 The company records its actions and status updates in a plan.

2.5.5 The plan was updated and shared with relevant stakeholders in the last twelve months.

2.5.6 The company's plan:

- a) contains deadlines
- b) allocates resources
- c) assigns responsibilities to specific roles.

2.5.7 The plan, including status updates, is available for workers to review at any time.

Intent:

To ensure all companies implement JEDI actions relevant to their context.



Clarifying the Compliance Criteria:

[2.5.2] The company has implemented at minimum one action from each set when looking at all the actions implemented for Years 0, 3, and 5. The company does not need to implement an action from each set per Year.

[2.5.2] The company may choose the same option multiple times across Years 0, 3, and 5. For example, the company may continuously commit to JEDI principles and therefore meet JEDI2.a in Years 0, 3, and 5.

[2.5.3] The company's "relevant stakeholders" are those whose feedback the company considered when choosing its actions. Workers are always considered relevant stakeholders.

[2.5.3] The company may obtain "stakeholder feedback" through primary or secondary sources.

- "Primary sources" refers to feedback directly from stakeholders.
- "Secondary sources" include, for example, reports and news articles.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Recommendations:

- Reflect critically on which stakeholder feedback and sources the company includes, and which it excludes. When gathering stakeholder feedback, use a broad perspective to challenge potential biases. This involves evaluating the diversity of stakeholders and sources, and being open to new stakeholders or information sources. For example, the company may:
 - ask workers proactively for suggestions or feedback
 - ask stakeholders to recommend other stakeholders to engage.

Implementation Resources:



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- Inclusive Language Guide (Oxfam) [\[EN\]](#)
 - Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
 - Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
 - Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)
 - DEI Map (Aperian) [\[EN\]](#)



JEDI2.6 The company chooses its JEDI actions using data and stakeholder feedback, records them in a plan, and implements them.

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	None	None
Medium	None	None
Small	None	None
Micro	None	None
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.6	From Year 0	None	The company chooses its JEDI actions using data and stakeholder feedback, records them in a plan, and implements them.



Compliance Criteria:

2.6.1 The company chooses and implements:

- a) two JEDI actions before Year 0
- b) seven JEDI actions for Years 3 and 5 each.

2.6.2 The company chooses at minimum one option from each set across Years 0, 3, and 5.

- a) Foundation (JEDI2.a-e)
- b) Within the Workplace (JEDI2.f-l)
- c) Beyond the Workplace (JEDI2.m-s)

2.6.3 The company considers stakeholder feedback and data (from JEDI1) when choosing its actions.

2.6.4 The company records its actions and status updates in a plan.

2.6.5 The plan was updated and shared with relevant stakeholders in the last twelve months.

2.6.6 The company's plan:

- a) contains deadlines
- b) allocates resources
- c) assigns responsibilities to specific roles.

2.6.7 The plan, including status updates, is available for workers to review at any time.

Intent:

To ensure all companies implement JEDI actions relevant to their context.



Clarifying the Compliance Criteria:

[2.6.2] The company has implemented at minimum one action from each set when looking at all the actions implemented for Years 0, 3, and 5. The company does not need to implement an action from each set per Year.

[2.6.2] The company may choose the same option multiple times across Years 0, 3, and 5. For example, the company may continuously commit to JEDI principles and therefore meet JEDI2.a in Years 0, 3, and 5.

[2.6.3] The company's "relevant stakeholders" are those whose feedback the company considered when choosing its actions. Workers are always considered relevant stakeholders.

[2.6.3] The company may obtain "stakeholder feedback" through primary or secondary sources.

- "Primary sources" refers to feedback directly from stakeholders.
- "Secondary sources" include, for example, reports and news articles.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Recommendations:

- Reflect critically on which stakeholder feedback and sources the company includes, and which it excludes. When gathering stakeholder feedback, use a broad perspective to challenge potential biases. This involves evaluating the diversity of stakeholders and sources, and being open to new stakeholders or information sources. For example, the company may:
 - ask workers proactively for suggestions or feedback
 - ask stakeholders to recommend other stakeholders to engage.

Implementation Resources:



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- Inclusive Language Guide (Oxfam) [\[EN\]](#)
 - Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
 - Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
 - Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)
 - DEI Map (Aperian) [\[EN\]](#)



JEDI2.a The company commits publicly to JEDI principles. [Foundation]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.a	From Year 0	N/A	The company commits publicly to JEDI principles. [Foundation]



Compliance Criteria:

2.a.1 The company develops a JEDI commitment statement that:

- a) is public
- b) is approved by the executive team or highest governing body
- c) applies to the company's policies and practices across operations, customers, and community.

2.a.2 The company assigns accountability for the JEDI commitment to the executive team or highest governing body.

Intent:

To increase internal and public accountability for JEDI commitments.



Clarifying the Compliance Criteria:

[2.a.1] The company is not required to use the term “JEDI”.

[2.a.1] Human rights or human resources policies do not meet this sub-requirement, unless they explicitly incorporate JEDI principles. For example, a human rights policy that describes the importance of JEDI principles and how they relate to the rights of all people would be acceptable.

Applying the Criteria to Independently Certifying Subsidiaries:

- The commitment is embedded, at minimum, at the highest level within the company. If the company references a commitment belonging to an out-of-scope parent, it records evidence of roll-out, enforcement and accountability mechanisms to support the commitment.
- References to the highest governing body or executive team mean those within the company’s scope of certification. This means that approval by an out-of-scope parent body does not meet the sub-requirement, unless the company has additional approval at the highest governing body or executive team within its scope of certification.

Further Guidance:

- This option is recommended for any company with 50 workers or more.
- Other terms the company uses may include, for example:
 - Access
 - Belonging
 - Diversity
 - Equality
 - Equity
 - Fairness
 - Inclusion
 - Justice.



- “Equality” and “equity” can have slightly different meanings, while being aligned in their outcomes. Equality means treating people equally; equity recognises that some people may have different needs because of systemic disadvantages. The two terms have the same intended outcome when equality is used to mean equal opportunities, fulfillment of human rights, and legal protections. However, when equality is used to mean treating each person exactly the same, this interpretation does not align with equity.

Implementation Resources:

- DEI Commitment Statement Guide (Harvard Office for Diversity, Inclusion & Belonging) [\[EN\]](#)
- B Lab’s JEDI Strategy and commitment statement on justice and anti-racism (B Lab) [\[EN\]](#)
- Guide: Starting the company’s JEDI journey, see Step 4: Craft your JEDI statement (JEDI Collaborative) [\[EN\]](#)
- Guia prático para construção de uma estratégia de Diversidade e Inclusão (gupy) [\[PT\]](#)



JEDI2.b The company improves JEDI knowledge and capacity among leaders. [Foundation]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.b	From Year 0	N/A	The company improves JEDI knowledge and capacity among leaders. [Foundation]



Compliance Criteria:

2.b.1 The company carries out training or a workshop on JEDI-related topics. At minimum, the training or workshop amounts to one full day per participant within a one-year period.

2.b.2 The company improves the JEDI knowledge or capacity of at least two of the following groups.

- a) The highest governing body
- b) The executive team
- c) Human resources
- d) Training & development
- e) Managers

Intent:

To better equip leaders to implement JEDI actions.



Clarifying the Compliance Criteria:

[2.b.1] Training and workshops may be carried out by an internal or external facilitator.

[2.b.1] Facilitating discussions on JEDI principles as part of JEDI1.1 does not count toward this sub-requirement.

[2.b.1] The company is not required to use the term JEDI.

[2.b.2] The company “improves knowledge” by carrying out training or workshops.

[2.b.2] The company “improves capacity” by recruiting people with expertise in JEDI.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- Other terms the company uses may include, for example:
 - Access
 - Belonging
 - Diversity
 - Equality
 - Equity
 - Fairness
 - Inclusion

- Justice.
- “Equality” and “equity” can have slightly different meanings, while being aligned in their outcomes. Equality means treating people equally; equity recognises that some people may have different needs because of systemic disadvantages. The two terms have the same intended outcome when equality is used to mean equal opportunities, fulfillment of human rights, and legal protections. However, when equality is used to mean treating each person exactly the same, this interpretation does not align with equity.

Recommendations:

- Ensure someone with JEDI expertise leads any training or workshops. This involves bringing in external expertise if it does not exist within the company.
- Implement training and workshops as part of a longer-term capacity-building approach. This approach may include:
 - regular practical implementation
 - follow-up discussions or reflections
 - refresher training or workshops.

Implementation Resources:

- Equality, diversity and inclusion roles (Chartered Institute of Personnel and Development) [\[EN\]](#)
- Implementing Inclusive Cultures (Project Inclusion) [\[EN\]](#)
- Training Managers (Project Inclusion) [\[EN\]](#)
- How to Improve — and Assess — DEI Training Impact: An 8-Step Guide (Training Industry) [\[EN\]](#)

Interoperability:

- Conceptual Alignment Data Point
 - GRI 2: General Disclosures 2021 - Disclosure 2-9 Governance structure and composition (c) vii
 - GRI 2: General Disclosures 2021 - Disclosure 2-10 Nomination and selection of the highest governance body (b) iv



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- GRI 2: General Disclosures 2021 - Disclosure 2-17 Collective knowledge of the highest governance body
 - Equivalency Data Point
 - [None]



JEDI2.c The company reviews and updates existing policies using JEDI principles. [Foundation]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.c	From Year 0	N/A	The company reviews and updates existing policies using JEDI principles. [Foundation]



Compliance Criteria:

2.c.1 The company reviews at least five policies that affect people using:

- a) data from JEDI1
- b) stakeholder feedback
- c) its JEDI commitment statement, if applicable (JEDI2.a)
- d) its improved in-house knowledge or capacity, if applicable (JEDI2.b).

2.c.2 The review looks at:

- a) terminology used in the policies
- b) impacts the policies have on people
- c) relationships to JEDI principles.

2.c.3 Following its review, the company updates the policies if needed.

Intent:

To ensure existing policies reflect the company's new or improved knowledge of JEDI principles.



Clarifying the Compliance Criteria:

[2.c.1; 2.c.2] The company is not required to use the term JEDI.

[2.c.1] “Policies that affect people” are policies that have an intentional or unintentional impact on people.

[2.c.1; 2.c.2] The company is not required to use the term JEDI.

[2.c.2 b] Reviewing the "impacts the policies have on people" involves assessing how policies may affect some groups differently (e.g. a policy limiting remote working may affect workers with dependents more than those without).

[2.c.2 c] “JEDI principles” refers to:

- justice
- equity
- diversity
- inclusion
- related principles, such as access, belonging, equality, or fairness.

[2.c.3] The company only updates its policies if its review finds that updates are necessary.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- This option is recommended for any company with 50 workers or more.



- The company may benefit from developing an inclusive language guide (JEDI2.i) before completing this option.
- Other terms the company uses may include, for example:
 - Access
 - Belonging
 - Diversity
 - Equality
 - Equity
 - Fairness
 - Inclusion
 - Justice.
- “Equality” and “equity” can have slightly different meanings, while being aligned in their outcomes. Equality means treating people equally; equity recognises that some people may have different needs because of systemic disadvantages. The two terms have the same intended outcome when equality is used to mean equal opportunities, fulfillment of human rights, and legal protections. However, when equality is used to mean treating each person exactly the same, this interpretation does not align with equity.
- “Policies that affect people” may include, for example:
 - performance evaluation and management
 - promotions
 - recruitment
 - wages and benefits
 - data privacy
 - procurement
 - customer service.



Implementation Resources:

- Empowering Women at Work: Company Policies and Practices for Gender Equality (International Labour Organization, European Union and UN Women) [\[EN\]](#) [\[FR\]](#)
- Implementing Inclusive Cultures, see Base your culture on true inclusion and not on avoiding legal risk (Project Inclusion) [\[EN\]](#)

Resources on inclusive communication:

- Inclusive Language Guide (Oxfam) [\[EN\]](#)
- Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
- Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
- Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)



JEDI2.d The company's highest governing body and executive team reflect the diversity of its community. [Foundation]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.d	From Year 0	N/A	The company's highest governing body and executive team reflect the diversity of its community. [Foundation]



Compliance Criteria:

2.d.1 The company chooses three social identities using stakeholder feedback and the demographics of its community.

2.d.2 The company's highest governing body and executive team reflect the diversity of its community across its three chosen social identities.

2.d.3 The company calculates the ratios at any point in the last twelve months.

Intent:

To reflect the diversity of the company's community in its leadership.



Clarifying the Compliance Criteria:

[2.d.1; 2.d.2] The company cannot choose this option if it has five or fewer people in its highest governing body and executive team.

[2.d.1; 2.d.2] The demographics of the company's communities may refer to demographics in the company's workforce, immediate surroundings (e.g. province or state), or country.

[2.d.1; 2.d.2] The company cannot choose this option if it has five or fewer people in its highest governing body and executive team.

[2.d.1; 2.d.2] The demographics of the company's communities may refer to demographics in the company's workforce, immediate surroundings (e.g. province or state), or country.

[2.d.2; 2.d.3] Matching the ratios of all three chosen social identities exactly is likely impossible, particularly as the highest governing body and executive team can be relatively small. The company can therefore meet this sub-requirement by being within ten percentage points of the target. For example, to reflect a national estimate that 20% of people have a disability, the company may choose to have either one or two people with a disability out of nine in its highest governing body and executive team.

[2.d.2] The highest governing body and the executive team may or may not overlap. This sub-requirement applies to any members of either or both groups.

[2.d.2; 2.d.3] Matching the ratios of all three chosen social identities exactly is likely impossible, particularly as the highest governing body and executive team can be relatively small. The company can therefore meet this sub-requirement by being within ten percentage points of the target. For example, to reflect a national estimate that 20% of people have a disability, the company may choose to have either one or two people with a disability out of nine in its highest governing body and executive team.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.
- References to the highest governing body or executive team are within the scope of certification of the company.

Further Guidance:

- These lists of social identities are non-exhaustive, meaning the company may need to consider other identities, depending on its context.
 - Social identities that are material in most contexts include:
 - sex
 - gender identity
 - race
 - ethnicity
 - age
 - citizenship
 - sexual orientation
 - differing abilities.
 - Social identities that may be material, depending on context, include:
 - relation to Indigenous Peoples
 - immigration status
 - caste
 - religion
 - tribe.
- The demographics of the company's communities may refer to demographics in the company's workforce, immediate surroundings (e.g. province or state), or country. For example, the company ensures its highest governing body and executive team each:
 - have 30% foreign and 70% local workers, reflecting the same distribution among the workforce
 - have 50% men and 50% women, reflecting the same distribution in its country
 - include one person with a disability, reflecting national estimates of the proportion of people with a disability.



Implementation Resources:

- Building Inclusive Boards to Achieve Gender Equality: Guidance Note Principle 1 (UN Women) [\[EN\]](#) [\[FR\]](#)
- How to prioritize (and maintain) diversity in leadership (Culture Amp) [\[EN\]](#)

Interoperability:

- Conceptual Alignment Data Point
 - GRI 2: General Disclosures 2021 - Disclosure 2-9 Governance structure and composition (c) v, vi
 - GRI 405: Diversity and Equal Opportunity 2016 - Disclosure 405-1 Diversity of governance bodies and employees
 - European Sustainability Reporting Standards S1 2023 - Disclosure Requirement S1-9 – Diversity metrics (64)
 - Sustainable Development Performance Indicators 2022 (United Nations Research Institute for Social Development) II.B.9
 - Communication on Progress Questionnaire 2023 (UN Global Compact) G11, L7
 - Workforce Disclosure Initiative 2024 (ShareAction) 4.5, 4.6, 4.7, 4.8
- Equivalency Data Point
 - [None]



JEDI2.e The company carries out an equity audit. [Foundation]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.e	From Year 0	N/A	The company carries out an equity audit. [Foundation]



Compliance Criteria:

- 2.e.1 The company gets a third party with relevant expertise to carry out an equity audit.
- 2.e.2 The audit produces a report with a written summary of the audit methodology.
- 2.e.3 The equity audit includes feedback from relevant social identity groups.
- 2.e.4 The scope of the equity audit includes, at minimum, the company's:
 - a) workers
 - b) internal and external communication
 - c) products and services.
- 2.e.5 The company publicly shares a summary of the audit results.
- 2.e.6 Audit participants can choose to remain anonymous.

Intent:

To expertly assess how the company contributes to equity for its stakeholders.



Clarifying the Compliance Criteria:

[2.e.1; 2.e.3] The equity audit may focus on one or multiple social identities.

[2.e.1; 2.e.5] The company is not required to use the terms “equity” or “JEDI”.

[2.e.1] An equity audit assesses the company’s direct and indirect impacts on people, relative to one or more social identities. An equity audit may go beyond the scope in the Compliance Criteria and include, for example, supply chain practices and political activity.

[2.e.1] “Relevant expertise” means the third party has:

- previous experience carrying out equity audits
- expertise in the relevant geographical and cultural context
- the ability to interview workers in their preferred languages, or the company’s working language
- expertise or backgrounds related to workers’ social identities (e.g. if the company’s workforce is racially diverse, the audit team is racially diverse or has expertise in racial equity).

[2.e.1; 2.e.3] The equity audit may focus on one or multiple social identities.

[2.e.3] The company and third party take care not to accidentally de-anonymize feedback from audit participants. This may be a risk in cases with easily identifiable information, or where a group is small (e.g. if there is only one woman worker).

[2.e.1; 2.e.5] The company is not required to use the terms “equity” or “JEDI”.

Applying the Criteria to Independently Certifying Subsidiaries:

- The equity audit covers the company. If the company references an out-of-scope corporate equity audit, it records evidence of:
 - how the equity audit considered its stakeholders and operational impacts
 - how the equity audit outcome is relevant to its context.

Further Guidance:



- This option is recommended for any company with 250 workers or more.
- These types of audits can have various names, depending on the social identity they focus on, as in the following examples.
 - An equity audit focusing on gender is also known as a “gender audit”.
 - An equity audit focusing on people with disabilities is also known as an “accessibility audit”.
 - An equity audit focusing on race is also known as a “racial equity audit”.
 - In the US, the term “civil rights audit” is commonly used for an audit focusing on various social identities.

Implementation Resources:

- The Rationale for and Key Elements of a Business Civil Rights Audit (The Leadership Conference on Civil and Human Rights) [\[EN\]](#)



JEDI2.f The company supports at least two employee resource or affinity groups. [Within the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.f	From Year 0	N/A	The company supports at least two employee resource or affinity groups. [Within the Workplace]



Compliance Criteria:

2.f.1 The company supports at least two employee resource or affinity groups. Each group is associated with a different social identity.

2.f.2 The company chooses the social identities using worker feedback.

2.f.3 Participation in the groups is optional for workers.

2.f.4 The company supports the groups.

Intent:

To create space for workers with common identities, interests, and challenges to discuss and share.



Clarifying the Compliance Criteria:

[2.f.1, 2.f.4] Both types of groups are worker-led, meaning they are empowered to decide how and how often they meet, and whether or not to take notes.

[2.f.1] Employee resource groups and affinity groups are associated with a particular social identity.

[2.f.1, 2.f.4] Both types of groups are worker-led, meaning they are empowered to decide how and how often they meet, and whether or not to take notes.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- This option is recommended for any company with 250 workers or more.
- Employee resource groups and affinity groups are associated with a particular social identity, for example:
 - people who identify as having a disability
 - people who identify as Indigenous
 - people who identify as LGBTQIA+.
- Support the company can provide to the groups may include, for example:
 - space to meet
 - communication channels for promotion
 - snacks and drinks



- o guidance on how to run the groups effectively.

Recommendations:

- Use employee resource and affinity groups to support inclusive hiring actions, equity audits [link to JEDI2.e], and stakeholder engagement [link to JEDI2]. For example, these groups can support inclusive hiring practices by helping to find new and more effective ways of reaching job applicants from underrepresented groups.

Implementation Resources:

- How to set up an ERG for black and ethnic minority employees (Chartered Institute of Personnel and Development) [\[EN\]](#)
- How to start an employee resource group at the company (Culture Amp) [\[EN\]](#)
- Implementing Inclusive Cultures, see Encourage and support employee resource groups (Project Inclusion) [\[EN\]](#)
- DEI Map (Aperian) [\[EN\]](#)



JEDI2.g The company implements inclusive hiring practices. [Within the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.g	From Year 0	N/A	The company implements inclusive hiring practices. [Within the Workplace]



Compliance Criteria:

2.g.1 The company implements all of the following inclusive hiring practices.

- a) It includes a JEDI commitment statement in all job postings, aligned with the statement from JEDI2.a (if completed).
- b) It establishes a policy of not asking for credit checks or criminal records during the application process — unless required by law, or an industry association or regulator.
- c) It takes measures to reduce biases or their impacts in hiring processes.
- d) It analyzes its job description language and requirements to ensure they are inclusive and equitable.

Intent:

To make the company's hiring practices more inclusive.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- Inclusive practices enable individuals and groups who have traditionally been excluded to join in processes, activities, and decision-making. Inclusion requires identifying and removing barriers that prevent people from participating and contributing. While a truly inclusive group is necessarily diverse, a diverse group may or may not be inclusive.
- Measures to reduce biases or their impacts in hiring practices include, for example:
 - having multiple reviewers or decision-makers at each stage of the hiring process
 - ensuring diversity among reviewers and decision-makers
 - using a structured assessment or interview format based on predetermined criteria and questions

- o assessing the fairness of any hiring tools or software that use artificial intelligence
- o conducting anonymous or “blind” reviews of applications — without names, photos, or identifiable characteristics.

Recommendations:

- Seek support from an expert third party to assess and minimize bias in hiring tools that use artificial intelligence if the company has limited expertise of its own.
- Use employee resource and affinity groups to support inclusive hiring actions, equity audits [link to JEDI2.e], and stakeholder engagement [link to JEDI2]. For example, these groups can support inclusive hiring practices by helping to find new and more effective ways of reaching job applicants from underrepresented groups.

Implementation Resources:

- Inclusive recruitment: Guide for employers (Chartered Institute of Personnel and Development) [\[EN\]](#)
- Back to Business: How hiring formerly incarcerated job seekers benefits the company (American Civil Liberties Union) [\[EN\]](#)
- Hiring (Project Inclusion) [\[EN\]](#)
- Artificial intelligence and labour market matching (Organisation for Economic Co-operation and Development) [\[EN\]](#)
- Inclusive Language Guide (Oxfam) [\[EN\]](#)
- Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
- Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
- Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)



JEDI2.h The company provides sponsorship and mentorship opportunities to employees. [Within the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.h	From Year 0	N/A	The company provides sponsorship and mentorship opportunities to employees. [Within the Workplace]



Compliance Criteria:

- 2.h.1 The company provides sponsorship or mentorship opportunities to all employees.
- 2.h.2 The company records the formal nature of the sponsorship or mentorship program in a procedure or policy document.
- 2.h.3 The sponsorships or mentorships:
 - a) are free for participants
 - b) last six months at minimum.
- 2.h.4 The company gives participants time during standard working hours to participate.
- 2.h.5 The company tracks participation of two underrepresented groups.
- 2.h.6 The company achieves representative participation of at least two underrepresented groups.

Intent:

To provide tailored support and guidance to advance employees' personal and professional development.

Clarifying the Compliance Criteria:

[2.h.5; 2.h.6] The company identifies “underrepresented groups” by comparing the proportion of a group in a sample with a population. For example, the company may compare its proportion of:

- women employees with women in the country
- women managers with women employees.

[2.h.5; 2.h.6] “Achieving representative participation” involves matching or exceeding the target proportion. For example, if 20% of the workforce identifies as having a disability, then 20% of participants in the sponsorship or mentorship program identify as having a disability.

[2.h.5] “Tracking participation of two underrepresented groups” means the company:

- chooses two underrepresented groups to track (e.g. women and persons with disabilities)
- records how many people from those groups are participating in the sponsorship and mentorship opportunities.

[2.h.5; 2.h.6] The company identifies “underrepresented groups” by comparing the proportion of a group in a sample with a population. For example, the company may compare its proportion of:

- women employees with women in the country
- women managers with women employees.

[2.h.5; 2.h.6] “Achieving representative participation” involves matching or exceeding the target proportion. For example, if 20% of the workforce identifies as having a disability, then 20% of participants in the sponsorship or mentorship program identify as having a disability.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:



- Sponsorship and mentorship are related, but not the same. Sponsorship goes a step further.
 - A mentor uses their skills, knowledge, and experience to give a person feedback and advice. This relationship is usually private, and the mentor may be internal or external to the company.
 - A sponsor uses their position and influence within a company — as well as their skills, knowledge and experience — to support a person in their personal and professional development. As influence is key to their role, the sponsor is part of the same company or network as the person they are sponsoring. This relationship is usually not private, as the sponsor will publicly advocate for and support the person they are sponsoring.
 - In both cases, more experienced professionals tend to sponsor or mentor less experienced professionals.
- These lists of social identities are non-exhaustive, meaning the company may need to consider other identities, depending on its context.
 - Social identities that are material in most contexts include:
 - sex
 - gender identity
 - race
 - ethnicity
 - age
 - citizenship
 - sexual orientation
 - differing abilities.
 - Social identities that may be material, depending on context, include:
 - relation to Indigenous Peoples
 - immigration status
 - caste
 - religion



- tribe.

Recommendations:

- Encourage leaders to be effective sponsors, as well as mentors, as sponsorship can be more impactful than mentoring. Mentoring is equally acceptable under this sub-requirement because sponsors tend to be leaders within a company, and there may be limits to how much sponsorship a company can offer.
- If the company has more than 250 employees, ensure the sponsorship or mentorship programs benefit people from three or more underrepresented groups (e.g. create one program for women and one for young people).

Implementation Resources:

- Mentoring in the Workplace: Guidance Note Principle 4 (UN Women) [\[EN\]](#)
- Invest in sponsors to invest in your employees' careers (Project Inclusion) [\[EN\]](#)
- Mécénat de compétences : un guide pratique pour redonner du sens au travail (Ministère de l'économie des finances et de la souveraineté industrielle et numérique) [\[FR\]](#)
- Guide pratique du mécénat de compétences (Wenabi) [\[FR\]](#)



JEDI2.i The company develops and implements an inclusive language guide for internal communications. [Within the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.i	From Year 0	N/A	The company develops and implements an inclusive language guide for internal communications. [Within the Workplace]



Compliance Criteria:

- 2.i.1 The company develops an inclusive language guide for internal communications.
- 2.i.2 The guide lists terms that should and should not be used.
- 2.i.3 One guide exists for each internal communication language.
- 2.i.4 The company shares the guide with all workers who produce internal communications.

Intent:

To ensure the company has guidance on inclusive communication for internal communications.



Clarifying the Compliance Criteria:

[2.i.1] The company may adopt a guide made by another organization instead of developing its own.

[2.i.1] The company may use one document as both its:

- internal inclusive language guide (JEDI2.i)
- external inclusive language and ethical content guide (JEDI2.p).

[2.i.1] The company is not required to use the term “inclusive” or “JEDI”.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- Inclusive communication, which includes inclusive language, is about using respectful terminology and imagery for all people and communities, without assuming a universal default experience or perspective. Guidance on inclusive communication helps workers to recognize the language and imagery people use to describe their identities and experiences.
- Relevant “internal communications” may include, for example:
 - policies
 - procedures
 - processes
 - employment contracts
 - announcements



- o internal training.

Recommendations:

- Share drafts of the guides with relevant stakeholders for feedback.

Implementation Resources:

- Inclusive Language Guide (Oxfam) [\[EN\]](#)
- Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
- Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
- Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)
- Inclusive Communication Guidelines (European Parliament) [\[EN\]](#)
- Disability Inclusive Language Guide (Accessible Employers) [\[EN\]](#)
- Guide de communication inclusive (Equal Brussels) [\[FR\]](#)



JEDI2.j The company increases its proportion of workers from underrepresented groups to reflect the diversity of its community. [Within the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.j	From Year 0	N/A	The company increases its proportion of workers from underrepresented groups to reflect the diversity of its community. [Within the Workplace]



Compliance Criteria:

2.j.1 The company increases the proportion of workers from at least two underrepresented groups to reflect the diversity of its community.

2.j.2 The company calculates the ratios at any point in the last twelve months.

Intent:

To reflect the diversity of the company's community in its workforce.



Clarifying the Compliance Criteria:

[2.j.1; 2.j.2] Matching the ratios of all three chosen social identities exactly is likely impossible, particularly if the workforce is small. The company can therefore meet this sub-requirement by being within five percentage points of the target.

[2.j.1] The demographics of the company's communities may refer to demographics in the company's immediate surroundings (e.g. province or state) or country.

[2.j.1; 2.j.2] Matching the ratios of all three chosen social identities exactly is likely impossible, particularly if the workforce is small. The company can therefore meet this sub-requirement by being within five percentage points of the target.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- This option is recommended for any company with 50 workers or more.
- These lists of social identities are non-exhaustive, meaning the company may need to consider other identities, depending on its context.
 - Social identities that are material in most contexts include:
 - sex
 - gender identity
 - race
 - ethnicity
 - age
 - citizenship

- sexual orientation
- differing abilities.
- Social identities that may be material, depending on context, include:
 - relation to Indigenous Peoples
 - immigration status
 - caste
 - religion
 - tribe.
- The demographics of the company's communities may refer to demographics in the company's immediate surroundings (e.g. province or state) or country. For example, the company ensures its workforce:
 - has 50% men and 50% women, reflecting the same distribution in the country
 - includes five workers with a disability, reflecting national estimates of the proportion of people with a disability.

Implementation Resources:

- Disability in the workplace: Barriers to employment & retention (Culture Amp) [\[EN\]](#)
- Inclusive recruitment: Guide for employers (Chartered Institute of Personnel and Development) [\[EN\]](#)

Interoperability:

- Conceptual Alignment Data Point
 - GRI 405: Diversity and Equal Opportunity 2016 - Disclosure 405-1 Diversity of governance bodies and employees
 - European Sustainability Reporting Standards S1 2023 - Disclosure Requirement S1-9 – Diversity Metrics (64)
 - European Sustainability Reporting Standards S1 2023 - Disclosure Requirement S1-12– Persons with disabilities (77)



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- Sustainable Development Performance Indicators 2022 (United Nations Research Institute for Social Development) II.B.7 Gender diversity: Hiring at different occupational levels
 - Sustainable Development Performance Indicators 2022 (United Nations Research Institute for Social Development) II.B.18 Hiring of vulnerable groups
 - Workforce Disclosure Initiative 2024 (ShareAction) 3.4, 3.6, 4.2, 4.3
 - Equivalency Data Point
 - [None]



JEDI2.k The company provides additional types of paid leave beyond legal minimums. [Within the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.k	From Year 0	N/A	The company provides additional types of paid leave beyond legal minimums. [Within the Workplace]



Compliance Criteria:

2.k.1 The company provides employees at least three of the following types of paid leave.

- a) Unlimited short-term sick leave
- b) Gender affirmation leave
- c) Personal leave
- d) Religious or cultural leave chosen by workers individually
- e) Parental leave (at least 18 weeks)
- f) Adoption leave

2.k.2 All leave types are fully paid.

2.k.3 All employees are entitled to the additional types of leave.

2.k.4 The company uses employee feedback to determine the number of days for each leave type.

2.k.5 The company records the chosen types of leave in a policy document or documents that are:

- a) shared with all employees
- b) available to read at all times.

Intent:

For the company to improve paid leave benefits for employees.

Clarifying the Compliance Criteria:

[2.k.1] Providing leave required by national law does not count toward this sub-requirement. The only exception is for parental leave, if the legal requirement is to provide fewer than 18 weeks. In this case, providing additional parental leave above 18 weeks counts toward this sub-requirement.

[2.k.1] The company meets this sub-requirement if it offers unlimited paid time off for all types of leave, and it provides the types of leave listed in the Compliance Criteria as examples to employees (e.g. in a policy document, employment contract, or employee handbook).

[2.k.1 a] For the purpose of this sub-requirement, “short-term sick leave” refers to an absence of five working days or less. It is distinct from long-term sick leave. The company is not expected to provide unlimited long-term sick leave.

[2.k.1 c] “Personal leave” is intended to give employees leave they can use for a variety of personal reasons.

[2.k.1 d] “Religious or cultural leave” meets this sub-requirement only if employees can choose when to take it. Leave for a religious or cultural event the company chooses does not count.

[2.k.1 e] “Parental leave” refers to leave taken to care for a new baby — commonly called “paternity leave” or “maternity leave”, or a combination of the two. The 18 week minimum is based on a recommendation by the International Labor Organization.

[2.k.4] Except for parental leave, the company may choose how many days to provide for each leave type, based on employee feedback.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- “Personal leave” is intended to give employees leave they can use for a variety of personal reasons, such as:
 - attending a funeral (also known as “bereavement leave”)
 - recovering from a miscarriage (if not considered “sick leave”)



- taking a pet to the vet
- taking a mental health day
- moving into a new home.

Recommendations:

- Consider providing unlimited sick leave or unlimited personal leave instead of menstrual and menopause leave. While these leave types have positive intentions, they may further stigmatize the experience and consequences of menstruation and menopause. Sick or personal leave can be used for these reasons without being labeled.

Implementation Resources:

- Global Care Policy portal (International Labour Organization) [\[EN\]](#) [\[ES\]](#) [\[FR\]](#)
- Extended Maternity Leave: An Opportunity for Mothers and Companies (UN Women) - case study from Malaysia [\[EN\]](#)

Interoperability:

- Conceptual Alignment Data Point
 - GRI 401: Employment 2016 - Disclosure 401-3 Parental leave (a)
 - European Sustainability Reporting Standards S1 2023 - Disclosure Requirement S1-15 – Work-life balance metrics (91)
 - Sustainable Development Performance Indicators 2022 (United Nations Research Institute for Social Development) II.B.10 Caregiving support programmes
- Equivalency Data Point
 - [None]



JEDI2.I The company's internal communication tools meet accessibility standards. [Within the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	None	None

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.I	From Year 0	N/A	The company's internal communication tools meet accessibility standards. [Within the Workplace]



Compliance Criteria:

2.I.1 The company assesses the accessibility of its digital internal communication tools.

2.I.2 The assessment:

- a) confirms the tools meet the AA or AAA criteria of the Web Content Accessibility Guidelines (WCAG)
- b) is carried out by an internal or external specialist
- c) includes manual testing
- d) includes feedback from people with disabilities.

Intent:

To ensure the company's internal communication tools are accessible to people with disabilities.



Clarifying the Compliance Criteria:

[2.1.2 a] The company uses the latest version of WCAG available in its preferred language. The company does not need to comply with draft versions of WCAG, however it can meet the sub-requirement by using draft versions.

[2.1.2 c] “Manual testing” means testing or assessing done by a person — not an automated testing tool. An assessment based on automatic testing alone does not meet this sub-requirement.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- This sub-requirement applies to the company's digital internal communication tools (e.g. its intranet, email tool, and messaging platform). The following external communication tools are covered separately.
 - Applications for consumers, such as mobile phone applications, are covered under JEDI2.q and JEDI2.r.
 - Public-facing websites or webpages, such as web-shops and corporate websites, are covered under JEDI2.m.
- An “assessment” in this sub-requirement can also be referred to as an “accessibility conformance report”.
- Access needs relevant to the assessment include, for example:
 - vision, such as blindness, low vision or color blindness, where people may use tools such as screen readers or screen magnifiers
 - hearing, such as Deafness, deafness, or hard of hearing
 - mobility, such as limited mobility or motor function, where people may use input devices such as keyboard-only or voice control
 - cognitive, such as difficulty with attention, language, learning, or memory.

Recommendations:

- Ensure the internal communication tools meet the AAA criteria of WCAG.

Implementation Resources:

- Resources (Web Accessibility Initiative) [[Various languages](#), including AR, DE, EN, ES, IT, FR, KR, PT, JP]
- Introduction to Web Accessibility (Web Accessibility Initiative) [[EN](#)] [[ES](#)] [[FR](#)]
- Evaluating Web Accessibility Overview (Web Accessibility Initiative) [[EN](#)] [[ES](#)] [[FR](#)]
- WCAG-EM Overview: Website Accessibility Conformance Evaluation Methodology [[EN](#)]
- Web Content Accessibility Guidelines (Web Accessibility Initiative) [[Various languages](#), including AR, DE, EN, ES, IT, FR, KR, PT, JP]



JEDI2.m The company's website meets accessibility standards. [Beyond the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.m	From Year 0	N/A	The company's website meets accessibility standards. [Beyond the Workplace]



Compliance Criteria:

2.m.1 The company assesses the accessibility of its public-facing website.

2.m.2 The assessment:

- a) confirms the website meets the AA or AAA criteria of the Web Content Accessibility Guidelines (WCAG)
- b) is carried out by an internal or external specialist
- c) includes manual testing
- d) includes feedback from people with disabilities.

Intent:

To ensure the company's website is accessible to people with disabilities.



Clarifying the Compliance Criteria:

[2.m.1] The company uses the latest version of WCAG available in its preferred language. The company does not need to comply with draft versions of WCAG, however it can meet the sub-requirement by using draft versions.

[2.m.2 c] “Manual testing” means testing or assessing done by a person — not an automated testing tool. An assessment based on automatic testing alone does not meet this sub-requirement.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- This sub-requirement applies to the company’s public-facing websites or webpages, such as web-shops and corporate websites. The following communication tools are covered separately.
 - Applications for consumers, such as mobile phone applications, are covered under JEDI2.q and JEDI2.r.
 - Digital internal communication tools, such as an intranet, email tool, and messaging platform, are covered under JEDI2.l.
- An “assessment” in this sub-requirement can also be referred to as an “accessibility conformance report”.
- Access needs relevant to the assessment include, for example:
 - vision, such as blindness, low vision or color blindness, where people may use tools such as screen readers or screen magnifiers
 - hearing, such as Deafness, deafness, or hard of hearing
 - mobility, such as limited mobility or motor function, where people may use input devices such as keyboard-only or voice control
 - cognitive, such as difficulty with attention, language, learning, or memory.

Recommendations:

- Ensure the website meets the AAA criteria of WCAG.

Implementation Resources:

- Resources (Web Accessibility Initiative) [[Various languages](#), including AR, DE, EN, ES, IT, FR, KR, PT, JP]
- Introduction to Web Accessibility (Web Accessibility Initiative) [[EN](#)] [[ES](#)] [[FR](#)]
- Evaluating Web Accessibility Overview (Web Accessibility Initiative) [[EN](#)] [[ES](#)] [[FR](#)]
- WCAG-EM Overview: Website Accessibility Conformance Evaluation Methodology [[EN](#)]
- Web Content Accessibility Guidelines (Web Accessibility Initiative) [[Various languages](#), including AR, DE, EN, ES, IT, FR, KR, PT, JP]
- Website Accessibility 101: What, Where, Why (Accessible Employers) [[EN](#)]



JEDI2.n The company communicates its JEDI action plan and progress publicly. [Beyond the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.n	From Year 0	N/A	The company communicates its JEDI action plan and progress publicly. [Beyond the Workplace]



Compliance Criteria:

2.n.1 The company communicates its JEDI action plan and progress publicly, once per year at minimum.

Intent:

To increase internal and public accountability for JEDI actions.



Clarifying the Compliance Criteria:

[2.n.1] The company's "JEDI action plan" is the action plan resulting from these requirement options in the B Lab Standard (JEDI2.3-2.6), which apply to Small companies and larger. The company may add other actions not required by the Standard.

[2.n.1] The company shares both its forward progress and its lack of progress — where it has encountered challenges or failed to meet commitments.

[2.n.1] The company is not required to use the term "JEDI".

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- Other terms the company uses may include, for example:
 - Access
 - Belonging
 - Diversity
 - Equality
 - Equity
 - Fairness
 - Inclusion
 - Justice.



- “Equality” and “equity” can have slightly different meanings, while being aligned in their outcomes. Equality means treating people equally; equity recognises that some people may have different needs because of systemic disadvantages. The two terms have the same intended outcome when equality is used to mean equal opportunities, fulfillment of human rights, and legal protections. However, when equality is used to mean treating each person exactly the same, this interpretation does not align with equity.

Recommendations:

- Share information resulting from the company’s data collection and analysis (JEDI1).

Interoperability:

- Conceptual Alignment Data Point
 - GRI 405: Diversity and Equal Opportunity 2016 - Topic management disclosures - Reporting requirement 1.1
- Equivalency Data Point
 - [None]



JEDI2.o The company promotes diversity among its local suppliers. [Beyond the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.o	From Year 0	N/A	The company promotes diversity among its local suppliers. [Beyond the Workplace]



Compliance Criteria:

2.o.1 The company implements all of the following actions.

- a) It tracks diversity of ownership among its local suppliers.
- b) It establishes a policy to give preferences to local suppliers owned by persons from underrepresented groups.
- c) It sets targets to purchase a percentage of goods and services from local suppliers owned by persons from underrepresented groups.

Intent:

To improve opportunities for underrepresented groups in the company's supply chain.

Clarifying the Compliance Criteria:

[2.o.1] “Local suppliers” means suppliers owned and operated within the same community of the company or relevant facilities in which the company operates. This excludes local branches of suppliers headquartered elsewhere. The size and distance of the company’s community may vary by context, but should generally be based on a small-scale, economically- and culturally-connected area — like a metropolitan area, or a county in rural settings — and its vicinity (usually within 75 kilometers, or 50 miles).

[2.o.1 a] To “track diversity of ownership”, the company maintains a list of local supplier ownership and whether they identify as part of an underrepresented group. The company is not expected to have this information for all local suppliers, as some may not feel comfortable sharing it.

[2.o.1 b] The company defines the underrepresented groups, as they are context-dependent.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- These lists of social identities are non-exhaustive, meaning the company may need to consider other identities, depending on its context.
 - Social identities that are material in most contexts include:
 - sex
 - gender identity
 - race
 - ethnicity
 - age
 - citizenship

- sexual orientation
- differing abilities.
- Social identities that may be material, depending on context, include:
 - relation to Indigenous Peoples
 - immigration status
 - caste
 - religion
 - tribe.

Recommendations:

- Understand the legal limitations in the company's context, and investigate how to obtain meaningful information while respecting people's privacy and dignity. Note, while some countries have certain legal limitations, no country completely prohibits collecting all types of gender or social identity information.
- Where possible, avoid storing gender identity data or linking it to individuals. Gender identity data may be considered sensitive personal data in some jurisdictions, and collecting it may require the company to take extra data privacy measures. For example, to collect information on workers' experiences with promotions, use a one-time survey in which workers share their experiences and provide one or more social identities anonymously. This avoids the company keeping such information in employment or personnel records, for example, which would require additional data privacy measures in many jurisdictions.

Implementation Resources:

- Supplier Gender Toolkit (Oxfam and Tesco) [\[EN\]](#)
- Supplier Diversity Handbook (Canadian Chamber of Commerce) [\[EN\]](#)
- How to achieve supplier diversity: 4 experts explain (World Economic Forum) [\[EN\]](#)
- Supplier Diversity: A guide for purchasing organisations (Commission for Racial Equality) [\[EN\]](#)

JEDI2.p The company develops and implements an inclusive communications and ethical content guide for external communications. [Beyond the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.p	From Year 0	N/A	The company develops and implements an inclusive communications and ethical content guide for external communications. [Beyond the Workplace]



Compliance Criteria:

2.p.1 The company develops a communications and ethical content guide that:

- a) lists terms that should and should not be used for each external communication language
- b) describes how to gather, manage, and use content ethically
- c) sets expectations for representing social identities
- d) is shared with all workers who produce external communications.

2.p.2 If the company uses artificial intelligence for creative content generation, it includes its use in the guide.

Intent:

To ensure the company has guidance on inclusive communication and ethical content management for external communications.



Clarifying the Compliance Criteria:

[2.p.1] “Content” includes images, videos, and people’s stories.

[2.p.1] The company may adopt a guide made by another organization instead of developing its own.

[2.p.1] The company is not required to use the terms “inclusive” or “JEDI”.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- Inclusive communication, which includes inclusive language, is about using respectful terminology and imagery for all people and communities, without assuming a universal default experience or perspective. Guidance on inclusive communication helps workers to recognize the language and imagery people use to describe their identities and experiences.
- Ethical content management (using the definition from Oxfam) is about ensuring that content is gathered, managed and used ethically, in ways that uphold contributors’ rights to:
 - participate and be heard
 - experience respect and dignity
 - make free and informed decisions
 - be protected from risk and harm.
- Relevant types of external communication include, for example:
 - advertising and marketing
 - public advocacy

- product packaging
- public website or webpage content.
- Non-written forms of communication relevant to the guide include, for example:
 - imagery (i.e. photos and videos)
 - people's stories
 - infographics
 - graphics or icons
 - Illustrations
 - sounds.
- Using artificial intelligence for creative content generation may include, for example:
 - writing or editing text used for external communication with large language models
 - creating or editing non-written forms of communications with text-to-image models and similar tools.
- This sub-requirement focuses on all forms of external communications, while JEDI2.i focuses on inclusive language for internal communications. The inclusive language part of this guide (JEDI2.p) may be the same document or content as the internal guide (JEDI2.i).

Recommendations:

- Share drafts of the guides with relevant stakeholders for feedback.
- When using artificial intelligence to create content for external communications, ensure a person reviews the content before it is shared externally.

Implementation Resources:

Inclusive language:

- Inclusive Language Guide (Oxfam) [\[EN\]](#)

- Guia de Comunicação Inclusiva (safespace) [\[PT\]](#)
- Comunicar sin discriminar (United Nations Development Programme) [\[ES\]](#)
- Guía de Comunicación Inclusiva (ACCION Empresas) [\[ES\]](#)
- Inclusive communication Guidelines (European Parliament) [\[EN\]](#)
- Disability-Inclusive Communications Guidelines (United Nations) [\[EN\]](#)
- Inclusive communication in the GSC (Council of the European Union) [\[BG\]](#) [\[DA\]](#) [\[DE\]](#) [\[EN\]](#) [\[ES\]](#) [\[FR\]](#) [\[IT\]](#) [\[NL\]](#) [\[PL\]](#) [\[PT\]](#) [\[RO\]](#) [\[SV\]](#) [additional European Union languages available]
- Disability Inclusive Language Guide (Accessible Employers) [\[EN\]](#)
- Guide pour une communication publique sans stéréotypes de sexe (Haut Conseil à l’Egalité entre les Femmes et les Hommes) [\[FR\]](#)
- Guide de communication inclusive (Equal Brussels) [\[FR\]](#)

Ethical content:

- Ethical Content Guidelines (Oxfam) [\[EN\]](#)
- Putting the people in the pictures first (Bond) [\[EN\]](#)



JEDI2.q The company assesses how inclusive a product or service is. [Beyond the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.q	From Year 0	N/A	The company assesses how inclusive a product or service is. [Beyond the Workplace]



Compliance Criteria:

2.q.1 The company uses stakeholder feedback to assess a product or service for inclusivity.

2.q.2 The assessment highlights:

- a) which specific social identity groups may experience barriers when accessing the product or service
- b) what those barriers are.

Intent:

To increase the company's understanding of the barriers to accessing one of its products or services.

Clarifying the Compliance Criteria:

[2.q.1] A “product” is one of the company’s finished goods. How inclusive the product is depends on the end consumers’ experience. This may mean this sub-requirement is not applicable if the company produces raw materials or semi-finished goods (e.g. fruit or steel), as it has less control over the end-consumer’s experience.

[2.q.1] A “service” may be any of the company’s services. How inclusive the service is depends on the experience of the user (e.g. the client).

Applying the Criteria to Independently Certifying Subsidiaries:

- The assessment covers the company. If the company references an out-of-scope corporate assessment, it records evidence of:
 - how the assessment considered its stakeholders and operational impacts
 - how the assessment outcome is relevant to its context.

Further Guidance:

- Considering the inclusivity of services may involve, for example:
 - making written reports more accessible (in terms of font size, color use, and compatibility with screen reader software)
 - ensuring building and office infrastructure is accessible for wheelchair users, if the service is provided at a physical location
 - adjusting fees to make services more affordable
 - offering services in additional languages.

Implementation Resources:

- Inclusive Design Toolkit (University of Cambridge) [\[EN\]](#)
- The Inclusive Design Guide (Inclusive Design Research Centre) [\[EN\]](#) [\[FR\]](#)
- Convention on the Rights of Persons with Disabilities - Article 4 - General obligations (f) [\[AR\]](#) [\[EN\]](#) [\[ES\]](#) [\[FR\]](#) [\[RU\]](#) [\[ZH\]](#)



JEDI2.r The company redesigns a product or service to be more inclusive. [Beyond the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.r	From Year 0	N/A	The company redesigns a product or service to be more inclusive. [Beyond the Workplace]



Compliance Criteria:

2.r.1 The company uses stakeholder feedback to redesign one of its products or services to be more inclusive.

2.r.2 The company redesigns the original product or service, rather than designing a segregation solution.

2.r.3 The company offers the redesigned product or service to customers or announces it publicly.

Intent:

To eliminate barriers to accessing a product or service.

Clarifying the Compliance Criteria:

[2.r.1] A “product” is one of the company’s finished goods. How inclusive the product is depends on the end consumers’ experience. This may mean this sub-requirement is not applicable if the company produces raw materials or semi-finished goods (e.g. fruit or steel), as it has less control over the end-consumer’s experience.

[2.r.1] A “service” may be any of the company’s services. How inclusive the service is depends on the experience of the user (e.g. the client).

[2.r.2] A “segregation solution” means developing a separate, specialized, or segregated version for people who cannot access the original product or service (Inclusive Design Research Centre). For example, if a camera sensor is more effective at detecting lighter skin tones than darker ones, creating a second sensor — specifically for darker skin tones — would be a segregation solution. Instead, under this sub-requirement, the company redesigns the original sensor to work for all skin tones. Redesigning for inclusivity, rather than segregation, is generally preferred. Some exceptions may apply — for example, if a product cannot work for multiple groups (e.g. contraception solutions may only work for one sex).

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Recommendations:

None



Implementation Resources:

- Inclusive Design Toolkit (University of Cambridge) [\[EN\]](#)
- The Inclusive Design Guide (Inclusive Design Research Centre) [\[EN\]](#) [\[FR\]](#)
- Convention on the Rights of Persons with Disabilities - Article 4 - General obligations (f) [\[AR\]](#) [\[EN\]](#) [\[ES\]](#) [\[FR\]](#) [\[RU\]](#) [\[ZH\]](#)

Interoperability:

None



JEDI2.s The company takes part in at least one collective action to advance JEDI principles. [Beyond the Workplace]

Track factors:

Size	Sector	Industry
XX Large	All	All
X Large	All	All
Large	All	All
Medium	All	All
Small	All	All
Micro	All	All
Company without workers	All	All

ID:	Year	Eligible for equity mechanisms?	Sub-requirement text:
JEDI2.s	From Year 0	N/A	The company takes part in at least one collective action to advance JEDI principles. [Beyond the Workplace]



Compliance Criteria:

2.s.1 The company engages in at least one collective action initiative at the policy, industry, or business community level to advance JEDI principles.

2.s.2 The initiative has a clear, shared purpose and goal, to:

- a) achieve systems change or transformation
- b) collaboratively deliver specific, measurable impacts.

2.s.3 The company makes a clear contribution to delivering the initiative.

Intent:

To encourage companies to advance JEDI principles collectively.



Clarifying the Compliance Criteria:

[2.s.1] “Engaging in collective action” means the company takes an active and ongoing leadership (or co-leadership) role in facilitating, coordinating, or implementing an initiative to advance JEDI principles. Although the company’s involvement may not necessarily lead to a positive outcome, it has multiple clear outputs.

[2.s.1] Actions that do not meet this sub-requirement include, for example:

- signing a petition
- becoming a member of a company or multi-stakeholder initiative
- publishing social media posts
- writing letters to a government official.

[2.s.1] Any collective action the company uses to meet GACA2.1 does not count toward this sub-requirement.

[2.s.1] The company is not required to use the term “JEDI”.

Applying the Criteria to Independently Certifying Subsidiaries:

- The action takes place within the company. If the company references an out-of-scope corporate group action, it records evidence of:
 - roll out, enforcement, and accountability mechanisms
 - how the outcomes impact its operations. For any outcomes that are not impactful, the company creates its own actions.

Further Guidance:

- Engaging in collective action may include, for example:
 - convening and facilitating learning or action from a leadership position in multi-stakeholder initiatives, or in an industry, sector, or professional association
 - campaigning publicly for public policy improvements.
- Other terms the company uses may include, for example:



- Access
 - Belonging
 - Diversity
 - Equality
 - Equity
 - Fairness
 - Inclusion
 - Justice.
- “Equality” and “equity” can have slightly different meanings, while being aligned in their outcomes. Equality means treating people equally; equity recognises that some people may have different needs because of systemic disadvantages. The two terms have the same intended outcome when equality is used to mean equal opportunities, fulfillment of human rights, and legal protections. However, when equality is used to mean treating each person exactly the same, this interpretation does not align with equity.

Implementation Resources:

Examples of collective action by companies on JEDI:

- We the Change [\[EN\]](#)
- Desafío 10X [\[ES\]](#)
- Business in the Community (UK) [\[EN\]](#)
- Target Gender Equality (UN Global Compact) [\[EN\]](#) [\[ES\]](#)
- Let’s Play Equal (Various B Corps & B Lab) [\[EN\]](#)

Other:

- Women’s Empowerment Principles - Principle 6. Community initiatives and advocacy [\[Various languages\]](#), including AR, EN, ES, IT, FR, PT, RU, Simplified ZH]