

Gender Equality Plan

Dutch Rose Media – 2025

Signed and endorsed by the Management of Dutch Rose Media

1. Introduction

At Dutch Rose Media, we believe that diversity fuels creativity and innovation. Gender equality is not only a question of fairness but also a prerequisite for producing groundbreaking work in immersive media and technology. This Gender Equality Plan (GEP) is a formal commitment of 4DR Studios, aligning with European Union standards, including Horizon Europe requirements.

2. EGP

2.1 Publication

This Gender Equality Plan is a formal document, publicly available on the Dutch Rose Media website, and signed by top management.

2.2 Dedicated Resources

- A **Gender Equality Officer** is appointed to coordinate the implementation of this plan.
- Sufficient resources are allocated annually to support monitoring, training, and awareness-raising activities.
- External expertise will be engaged when needed to provide specialized gender equality knowledge.

2.3 Data Collection and Monitoring

- Collection of **sex- and gender-disaggregated data** on staff (recruitment, pay, promotions, leadership roles, training participation).
- Annual reporting of progress based on clear indicators.
- Review and update of the GEP every two years.

2.4 Training

- **Mandatory awareness sessions** on gender equality and unconscious bias for staff and decision-makers.
- Training integrated into onboarding processes for new employees.
- Optional advanced workshops for leadership, HR, and recruitment staff.

3. Key Action Areas

3.1 Work–Life Balance and Organisational Culture

- Provide flexible work arrangements (remote work, flexible hours).
- Ensure equal access to parental leave and reintegration support.
- Foster a respectful, inclusive workplace culture through team workshops and regular dialogue.

3.2 Gender Balance in Leadership and Decision-Making

- Aim for balanced representation across management and project leadership teams.
- Track leadership composition annually and set improvement targets.
- Implement mentoring and leadership development programs for underrepresented groups.

3.3 Gender Equality in Recruitment and Career Progression

- Use inclusive, gender-neutral language in job postings.
- Ensure diverse recruitment panels and transparent selection criteria.
- Monitor gender balance in applications, interviews, and hires.
- Provide equal access to professional development, mentorship, and training.

3.4 Integration of Gender Dimension in Research and Content

- Where relevant, integrate gender perspectives into project design and evaluation.
- Provide training on gender-sensitive approaches in immersive media, technology, and creative content.
- Encourage partnerships that value and support gender inclusivity in innovation.

3.5 Measures Against Gender-Based Violence and Sexual Harassment

- Maintain a **zero-tolerance policy** against discrimination, harassment, and gender-based violence.
- Provide confidential reporting channels and protection for whistleblowers.
- Ensure all staff receive training on rights, responsibilities, and prevention.
- Appoint a trained staff member to handle complaints and follow up on cases.

4. Monitoring and Accountability

- The **Gender Equality Officer** will oversee the implementation and prepare an **annual progress report**.
- Reports will include data on recruitment, promotions, pay, training participation, and leadership balance.

- Findings will be shared with management and staff to ensure transparency.
 - The GEP will be reviewed and updated **every two years** to reflect progress and evolving standards.
-

5. Conclusion

Through this Gender Equality Plan, Dutch Rose Media affirms its commitment to building an equitable, inclusive, and innovative environment. By continuously improving our practices, we ensure that gender equality remains at the core of our mission to shape the future of immersive media and technology.

Signed by the Management of Dutch Rose Media

Date: 01/10/2025
